





NO. 1 JUNE 2018

WILLIAM M. GAINES FOUNDER BILL MORRISON VP & EXECUTIVE EDITOR

#### **EDITORIAL**

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ART DEPARTMENT

CONTRIBUTING ARTISTS & WRITERS

THE USUAL GANG OF IDIOTS

0	2	Star Bores: Half-Assed Jedi	(A MAD Movie Satire
	1 × 1		(A MAD MOVIO Gatile

A MAD Look at Harassment

Make America Greet Again: New American **Greetings by Donald Trump** 

Spy vs. Spy

The Wisenheim Museum: Ron English

**Potrzebie Comics** 

It's Bring Your Sidekick to Work Day!

The 27 Club

**Boonies, Burbs, and Burgs** 

MAD's Movie Mogul Guide: Marketing Chick Flicks to the Dude-Bro Demographic

Pop Culture That Didn't Make It Into Ready Player One

Starchie Reconstituted / Riverdull

(A MAD Comic Book / TV Satire)

Where's Waldo's Rotting Corpse? (Post-Nuclear Apocalypse Edition)

Movies We'd Like to See (On the Cutting Room Floor)

**Shorts & Briefs** 

Incoming!

The MADifesto

Real, Dumb

#### INSIDE BACK COVER

Another Ridiculous Fold-In by Al Jaffee

**BACK COVER** 

MAD's Guide to Protecting Your Home

**VARIOUS PLACES** 

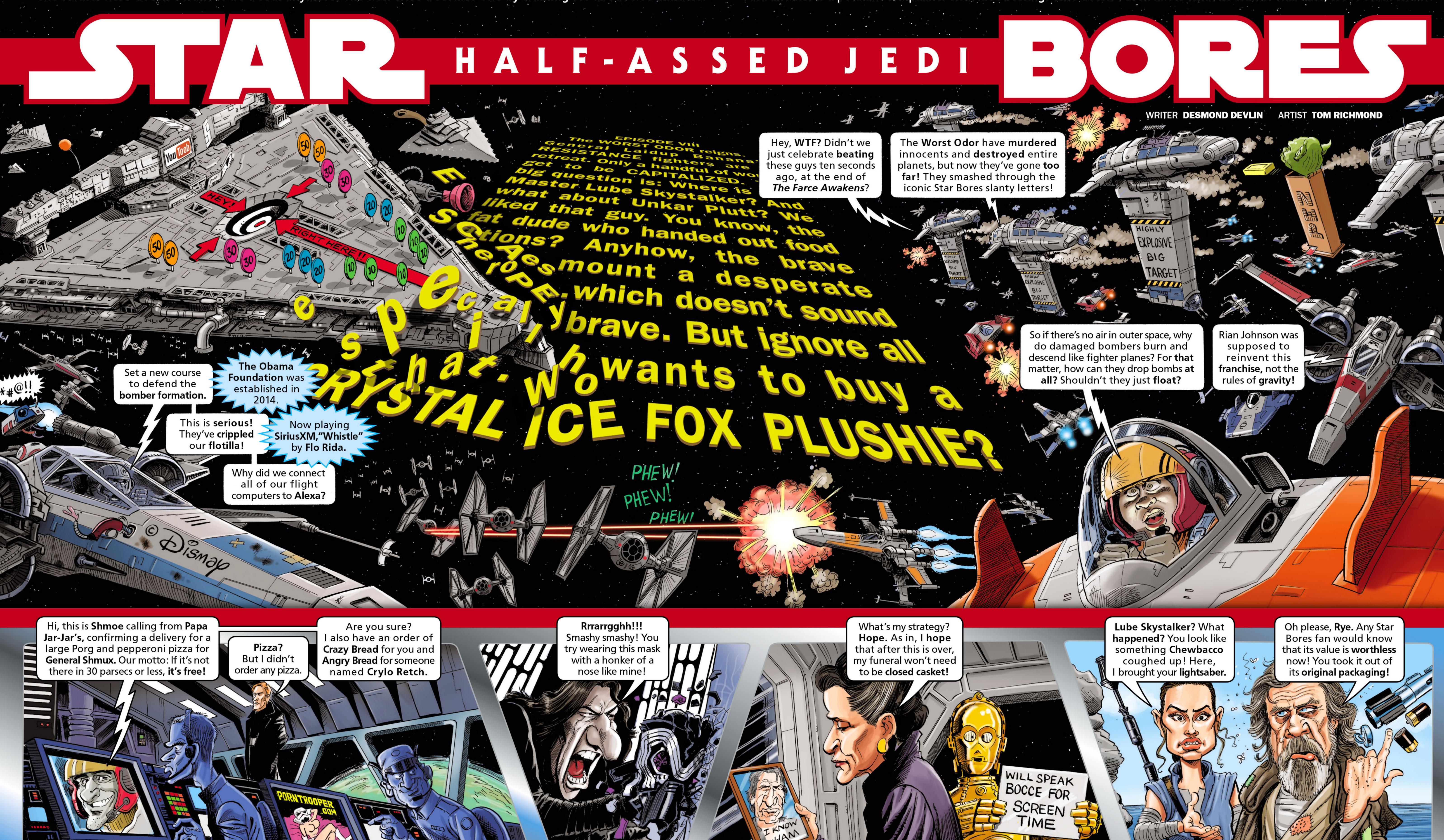
Drawn Out Dramas by Sergio Aragonés

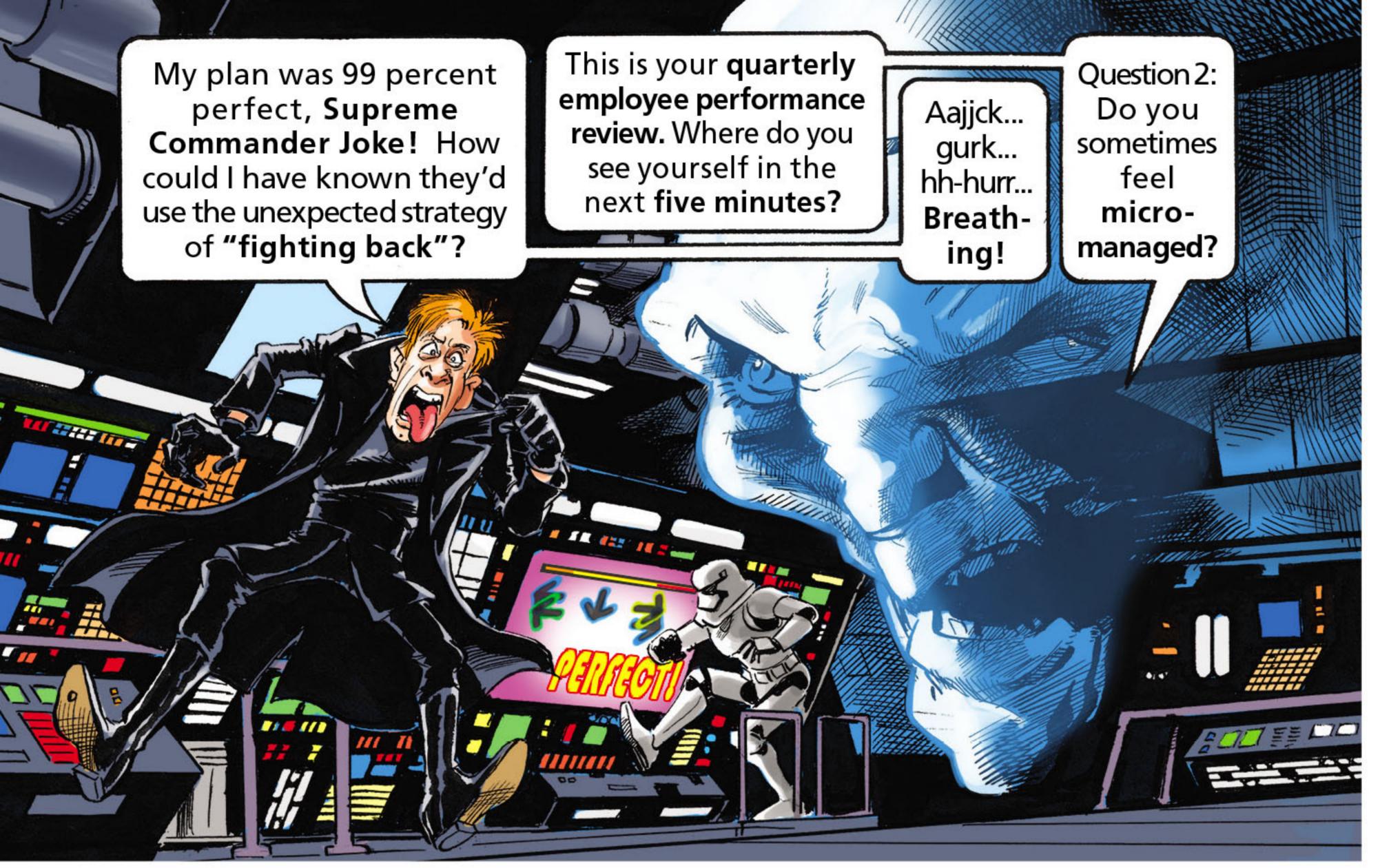
**COVER ARTIST** 

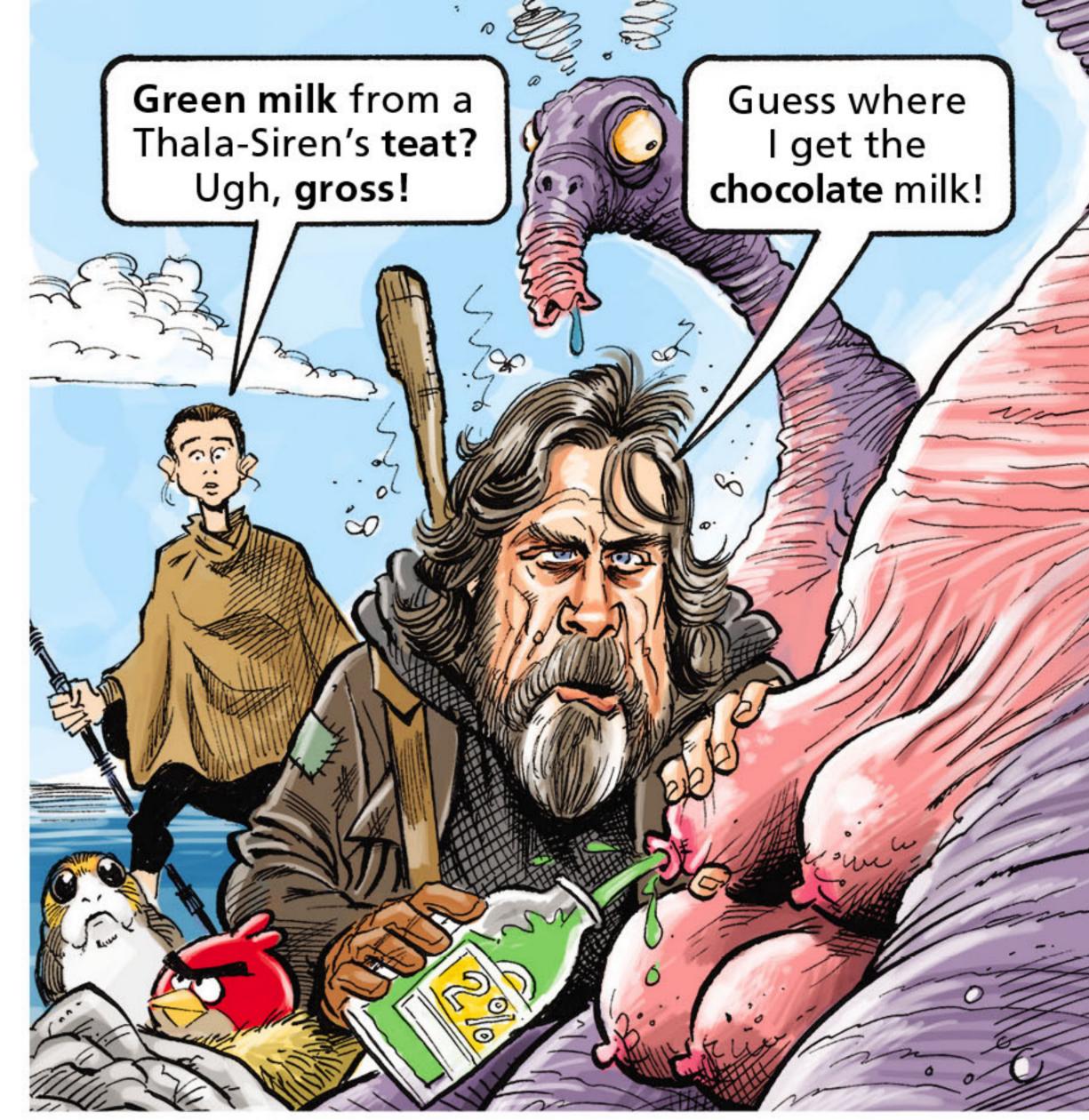
**Jason Edmiston** 

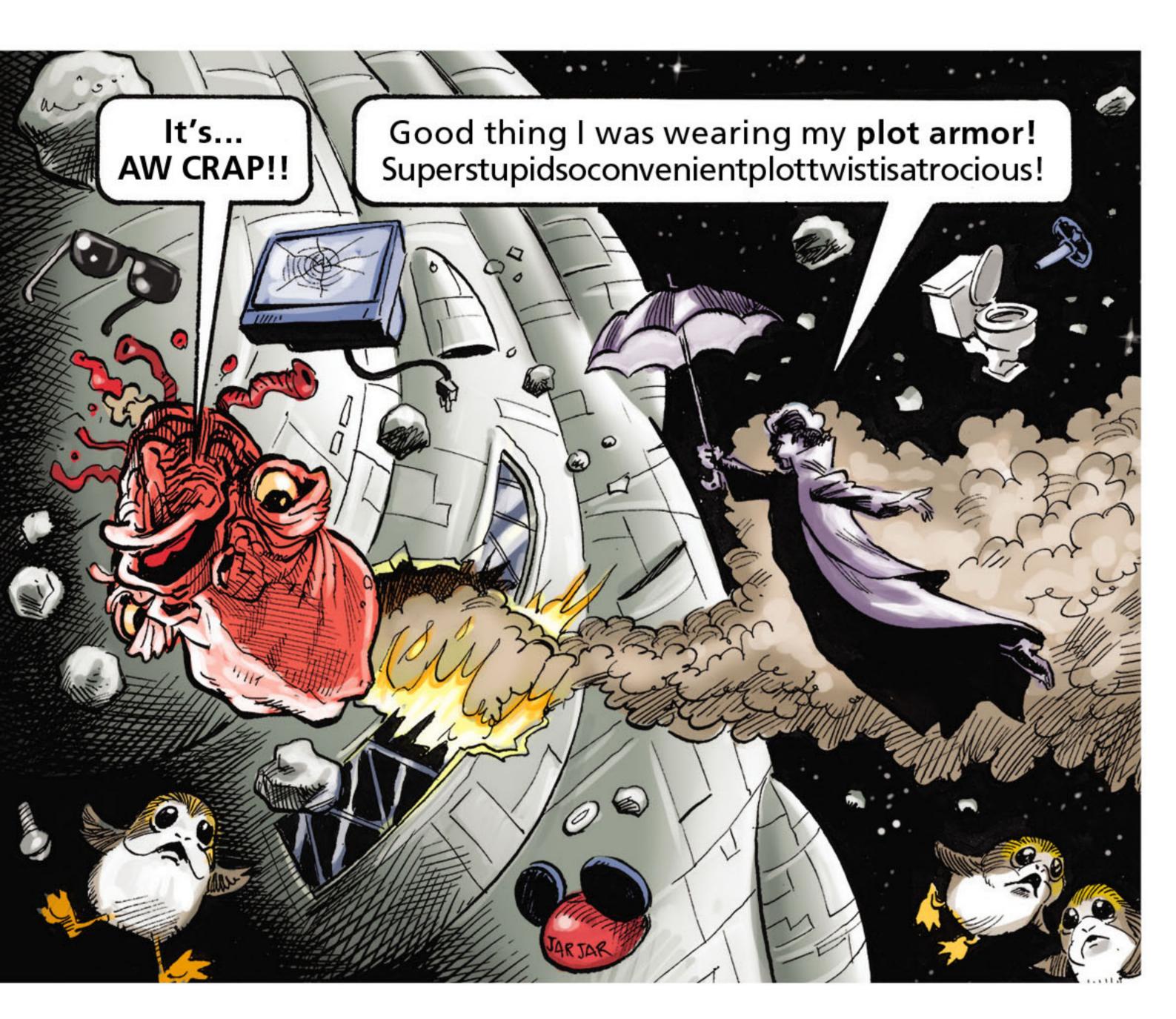
The former hero doesn't want to be a Jedi anymore. The new hero becomes one by training for about five minutes.

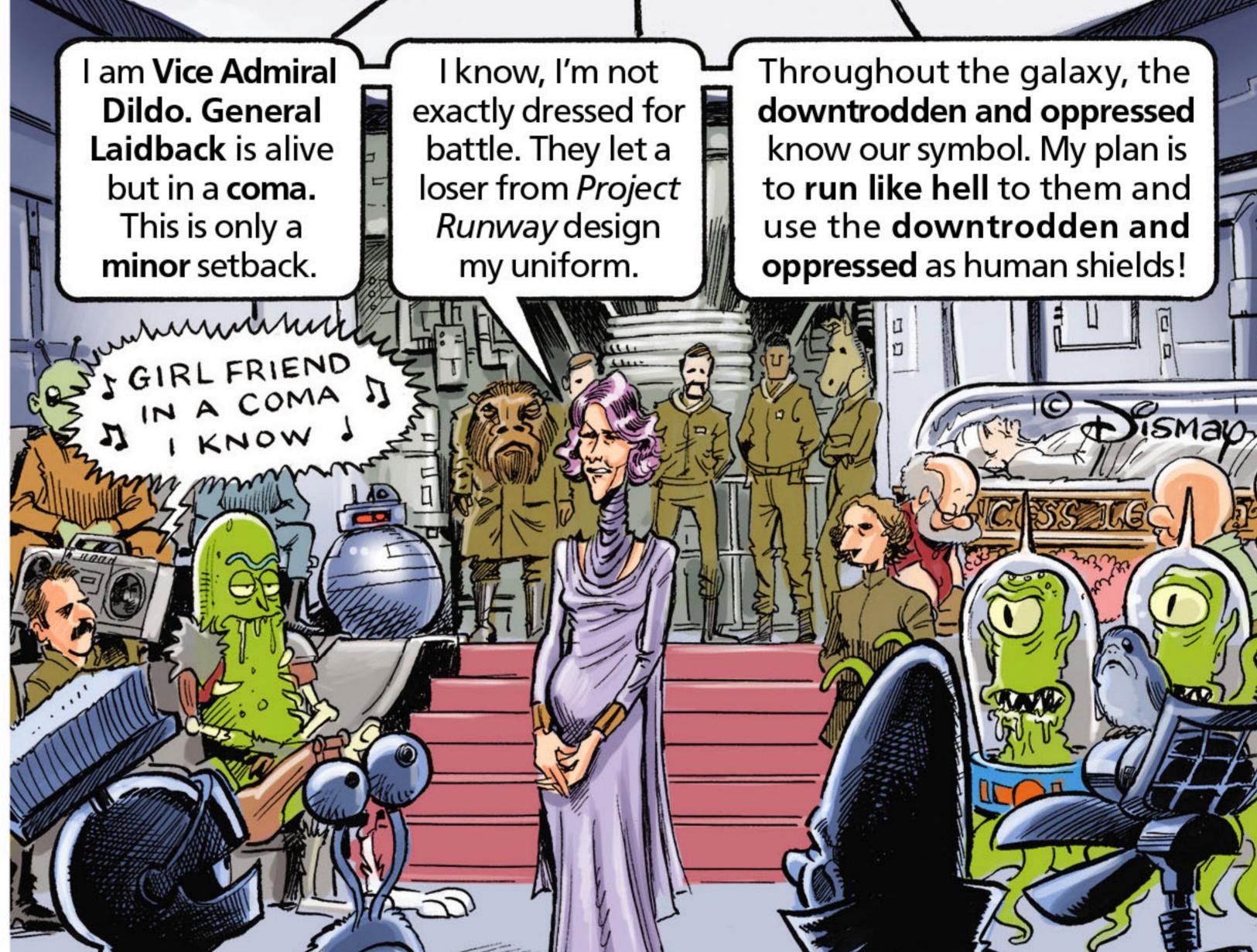
And another is a petulant complainer with mood swings who doesn't even know what he wants. This time, we're stuck with...

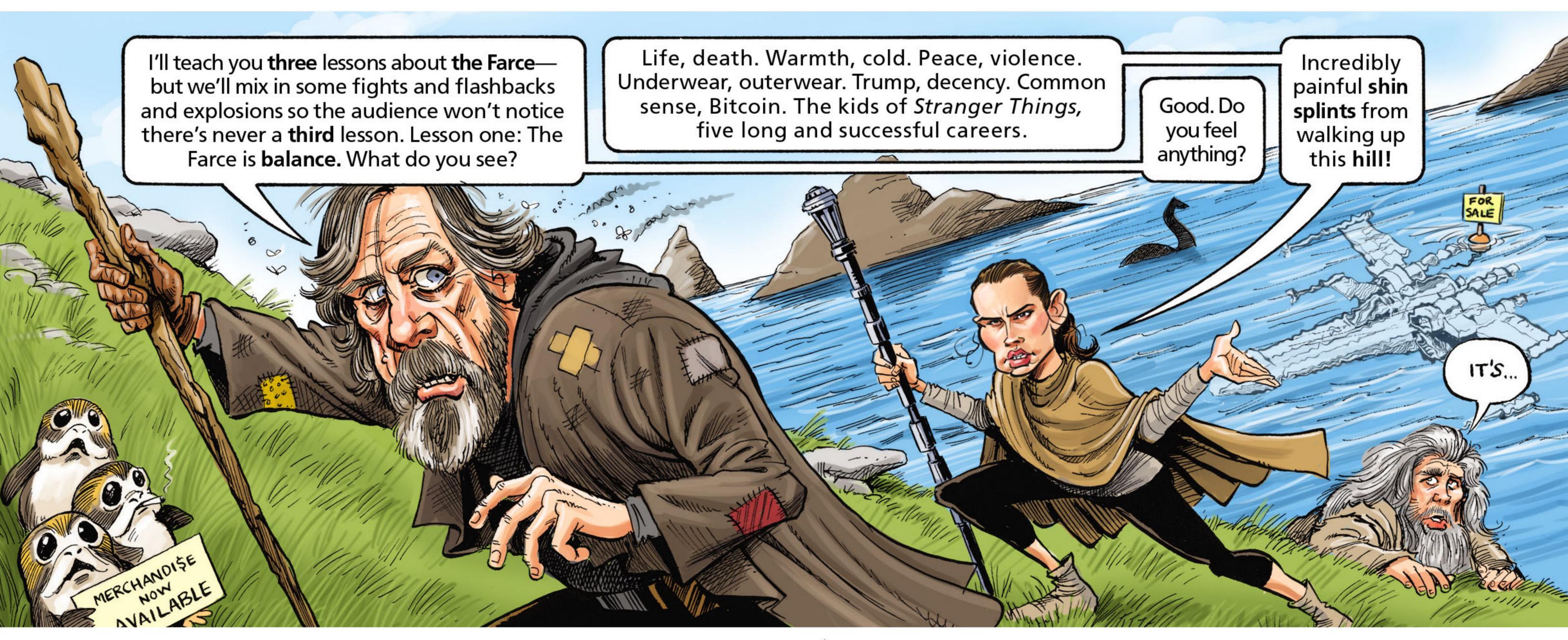






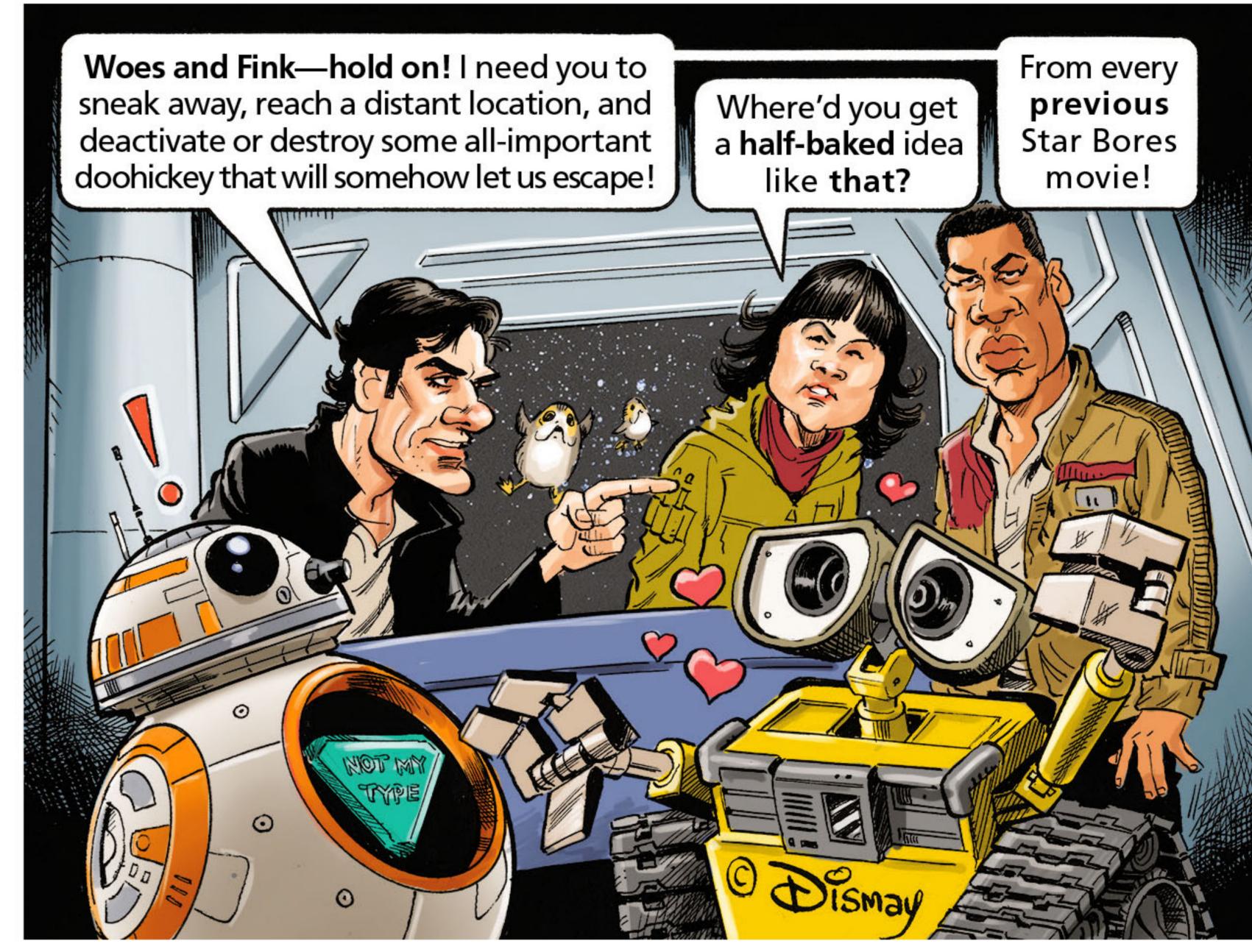


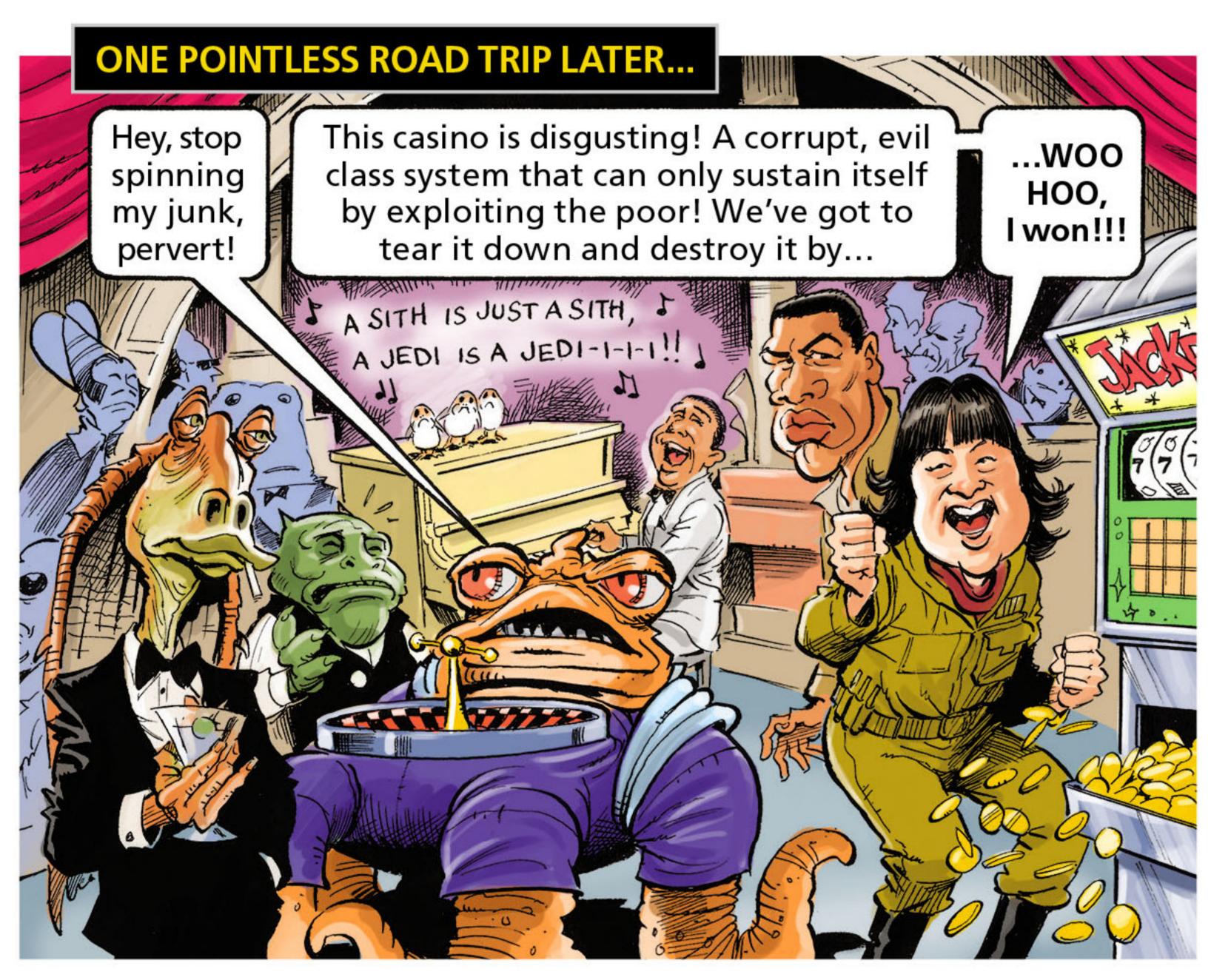














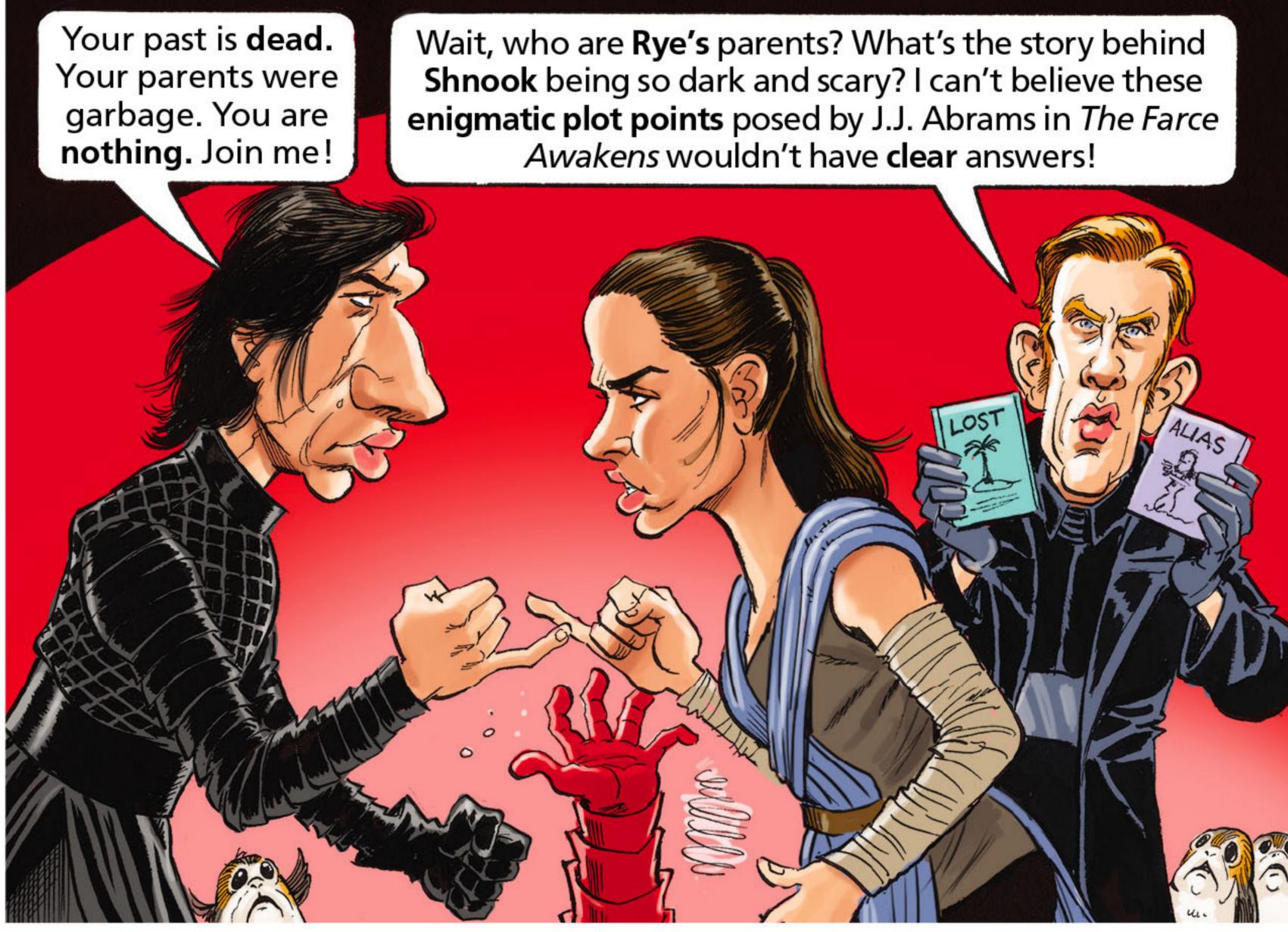


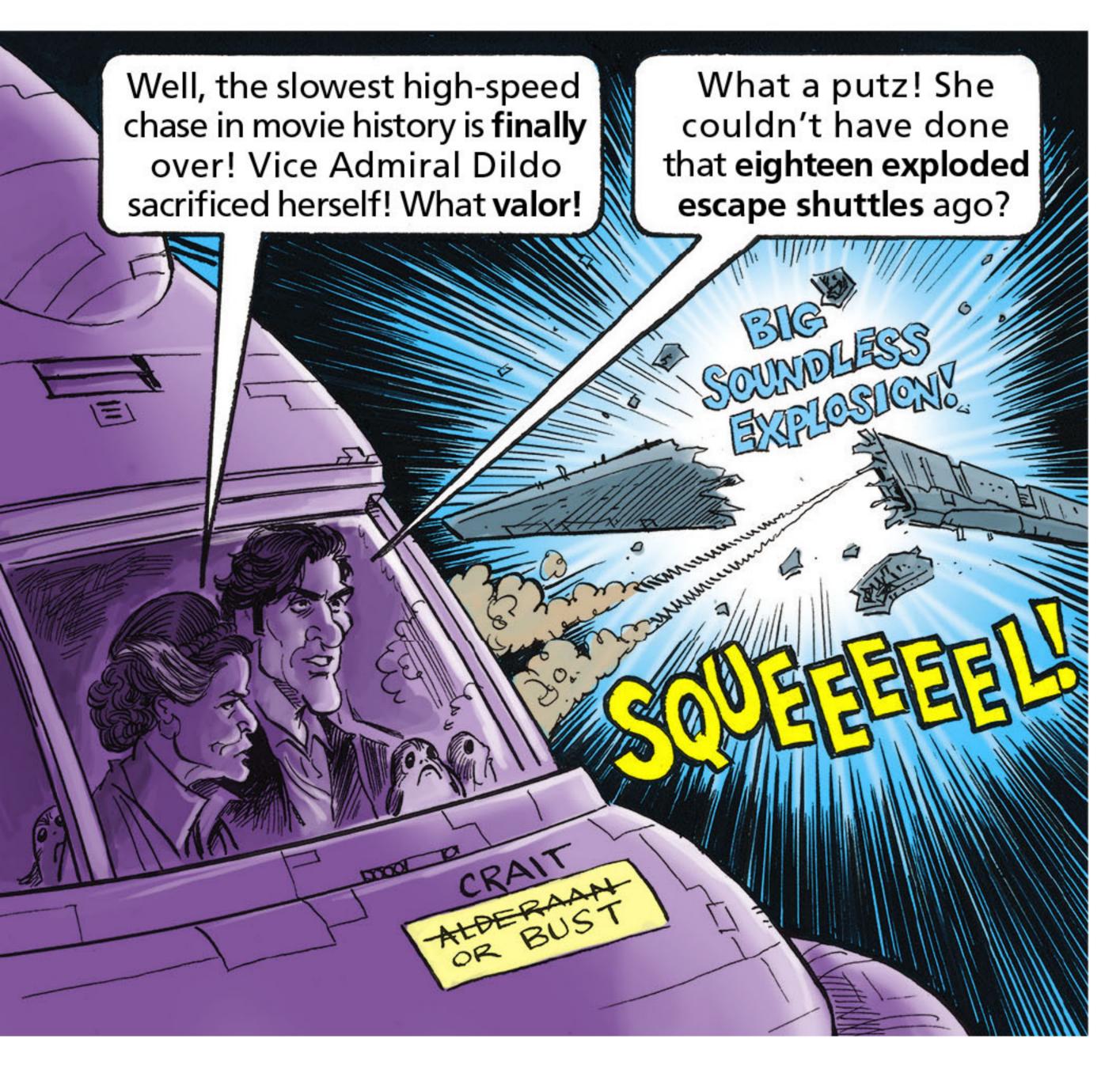


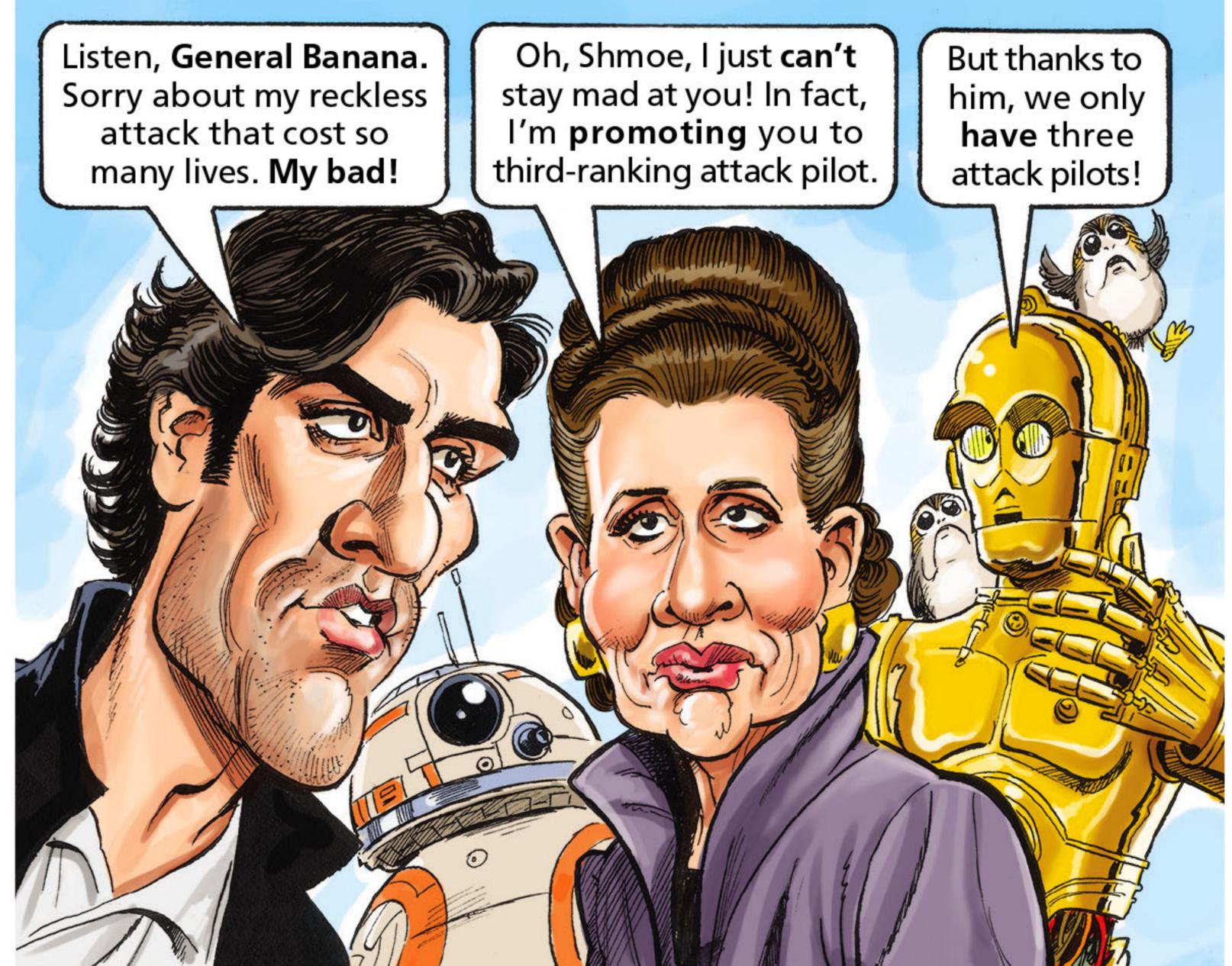






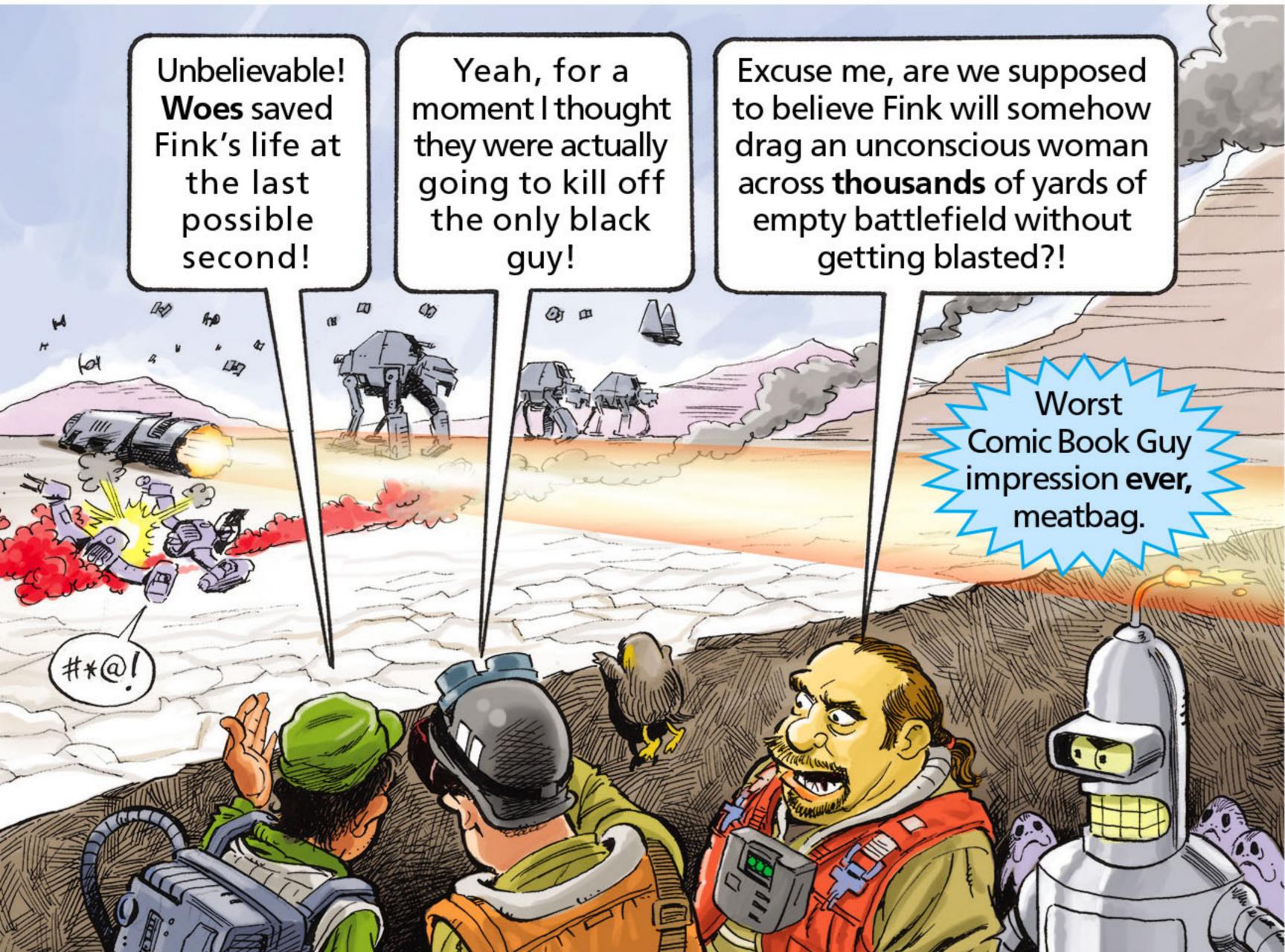


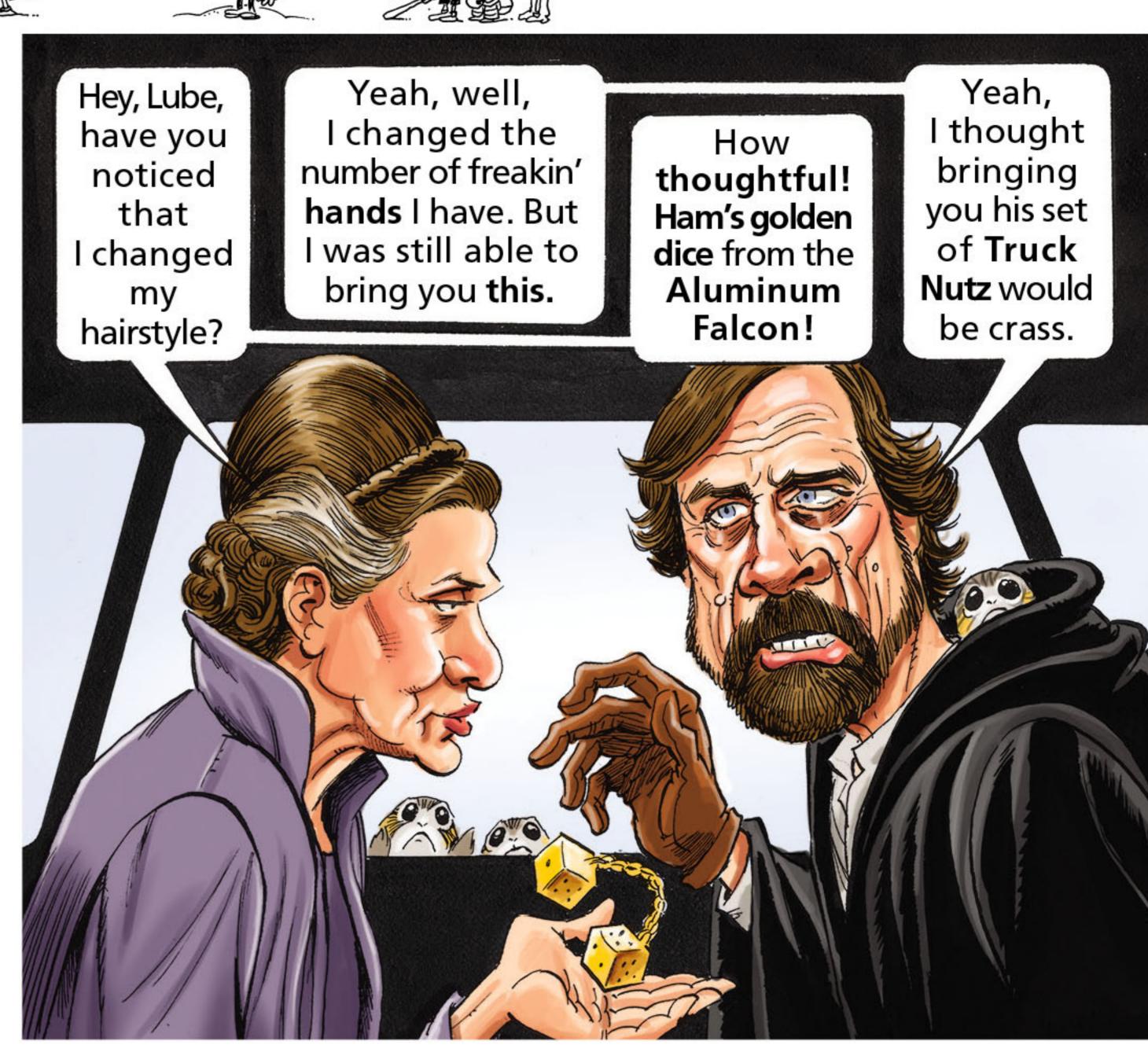


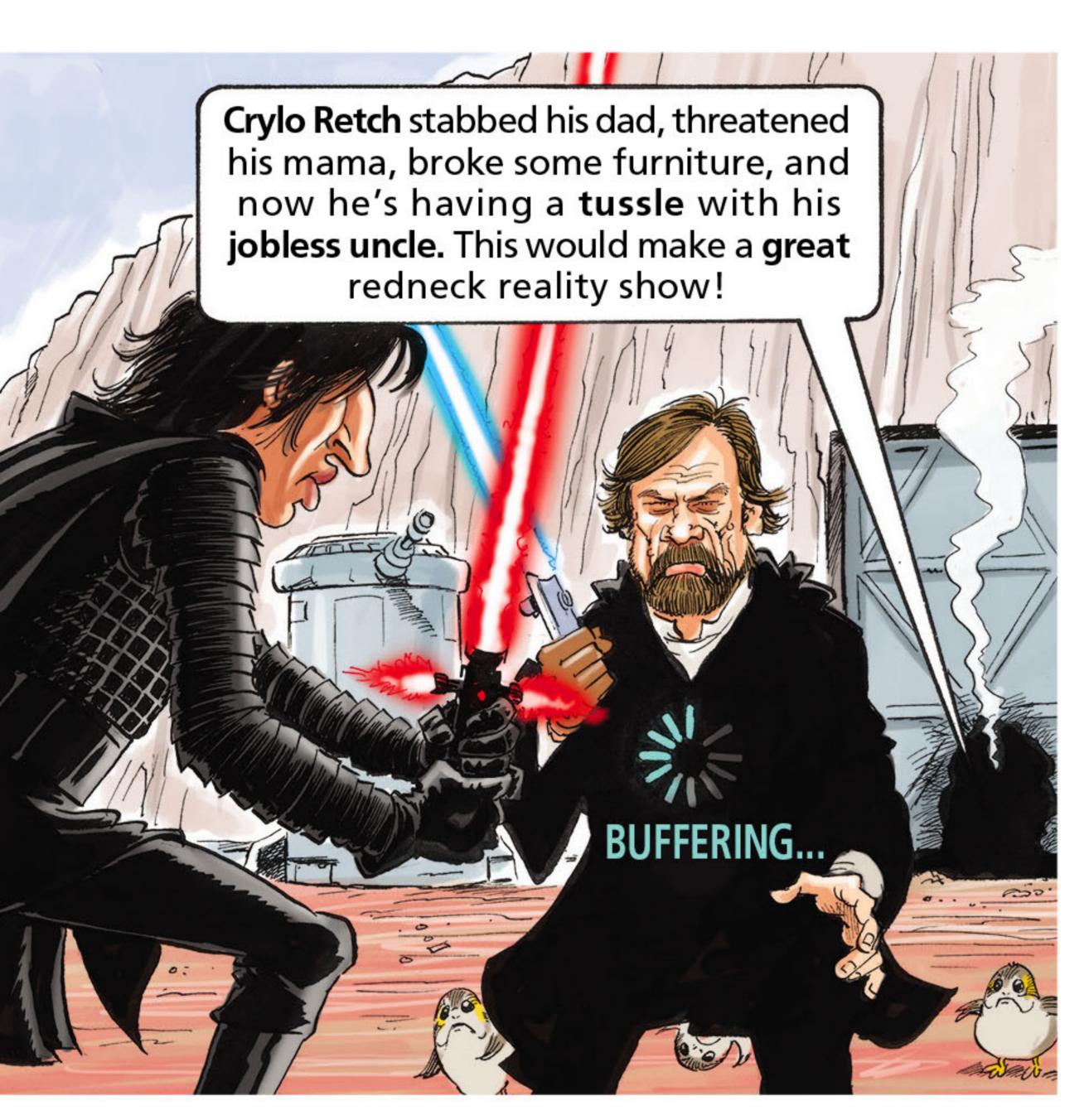


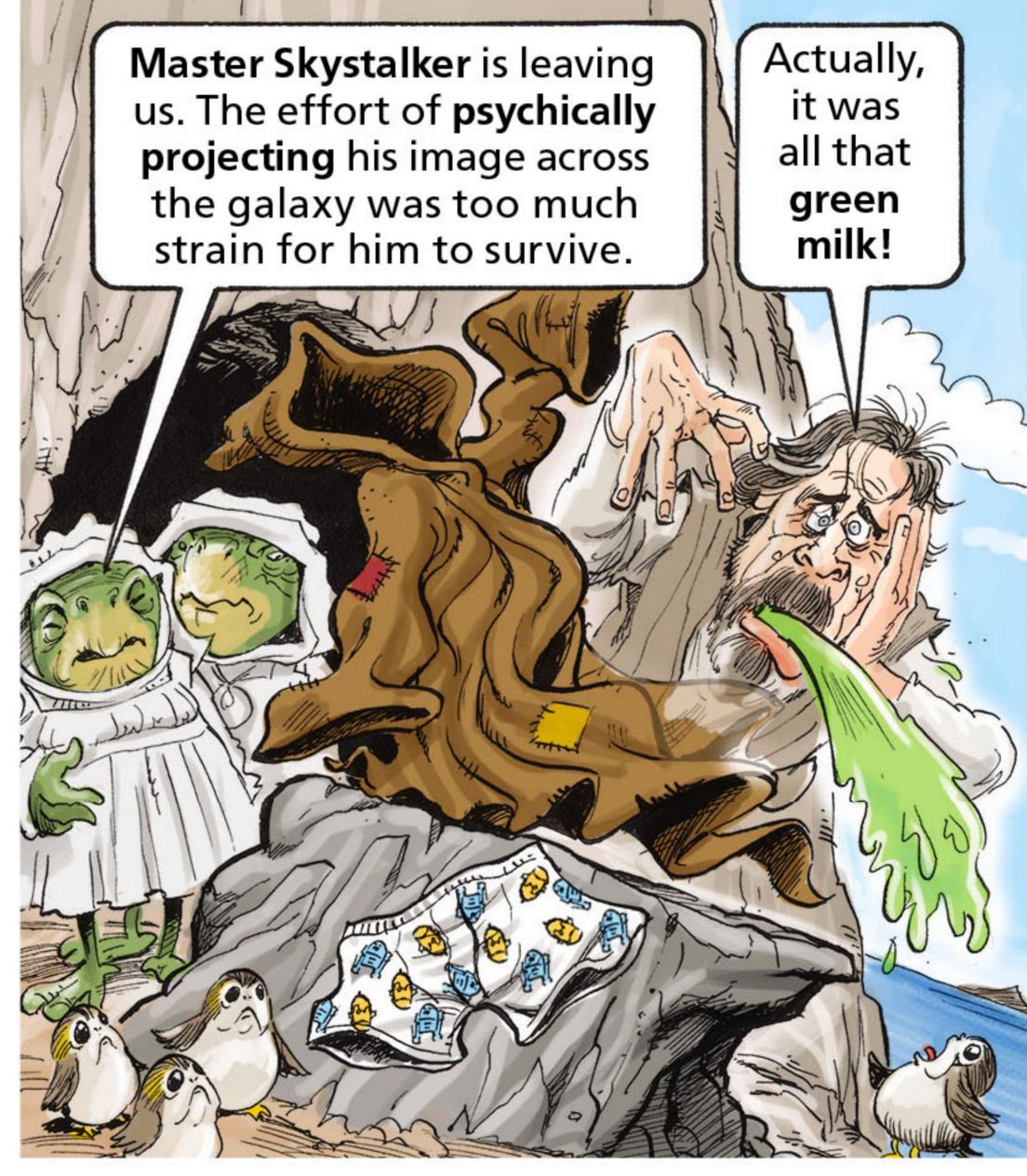




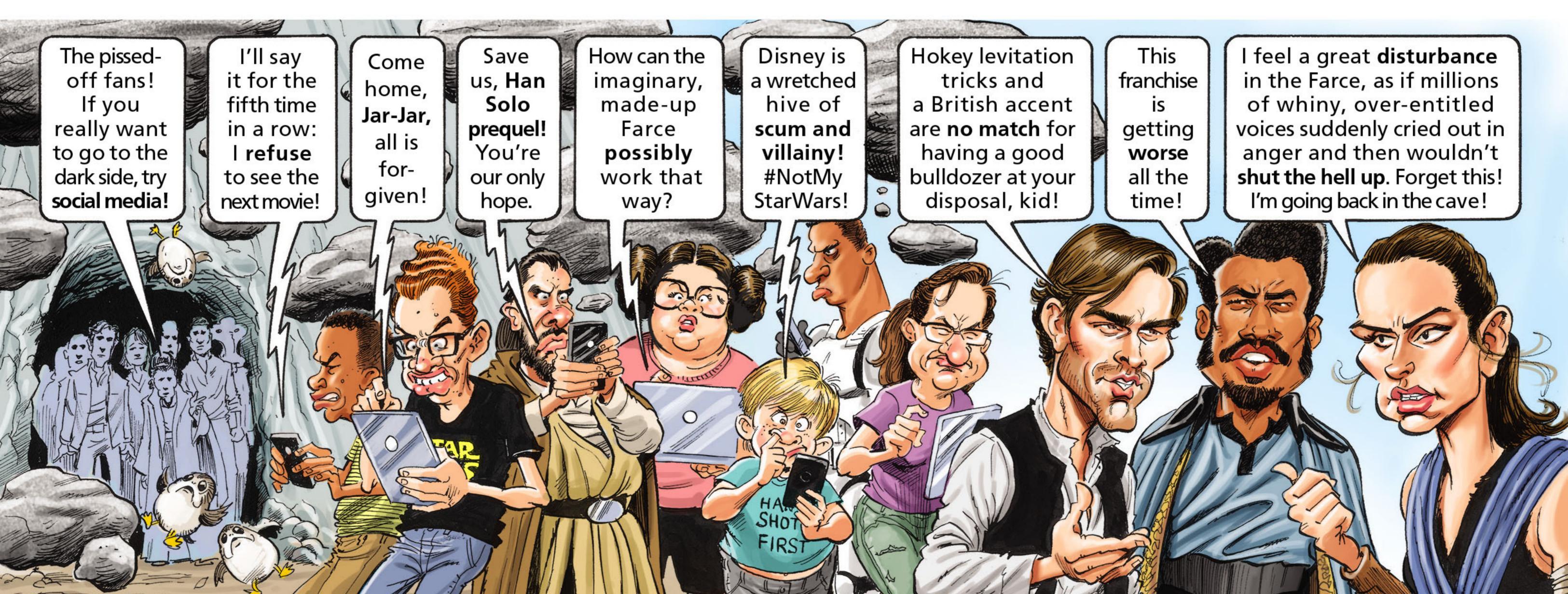












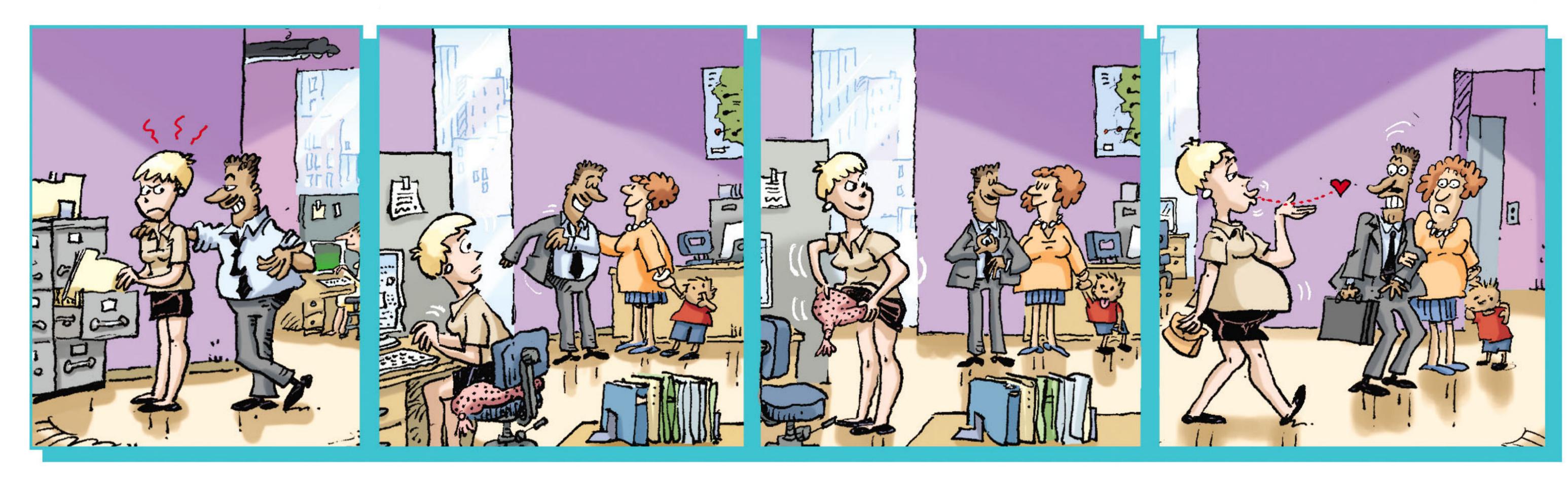




































A first issue is like Trump's hair. It's prone to being off-color, ridiculed, and windblown."

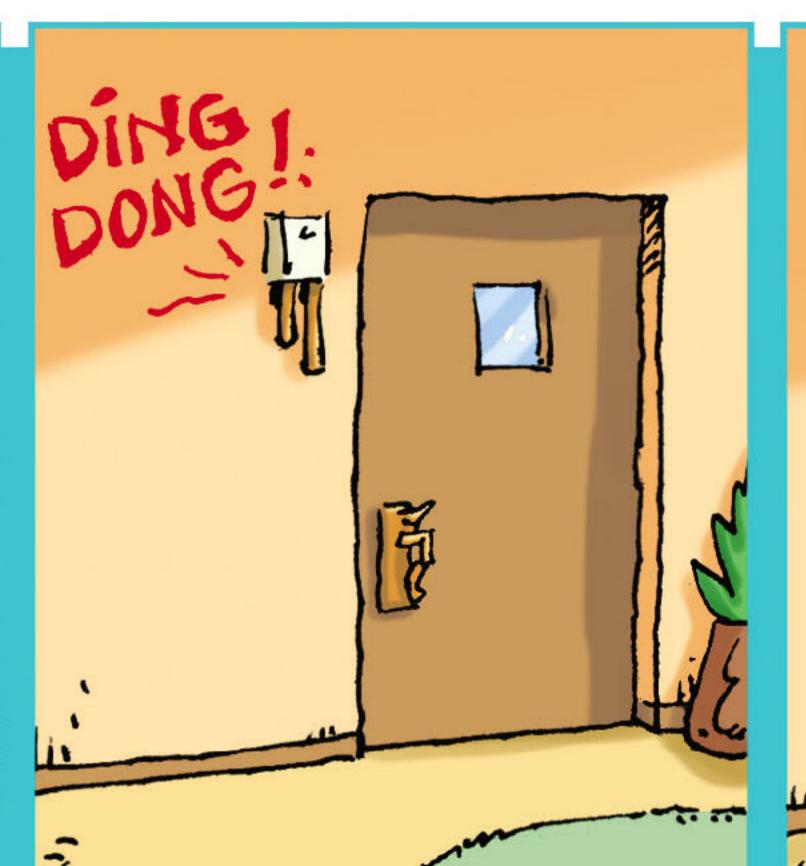




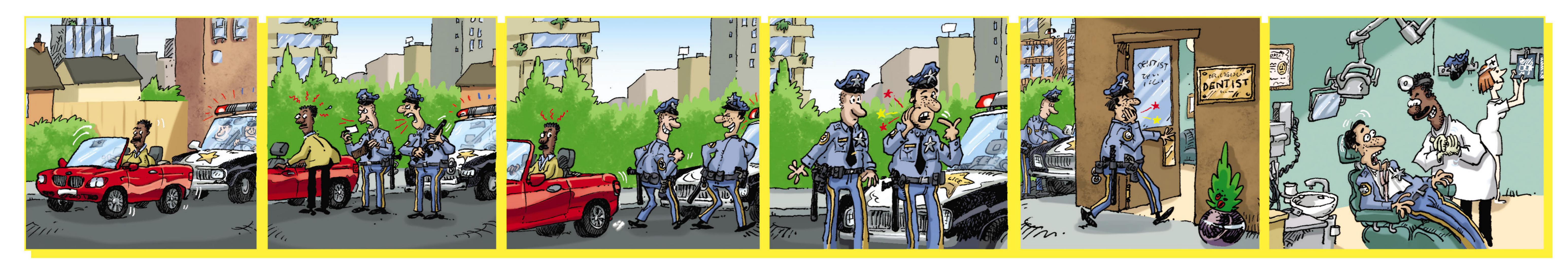




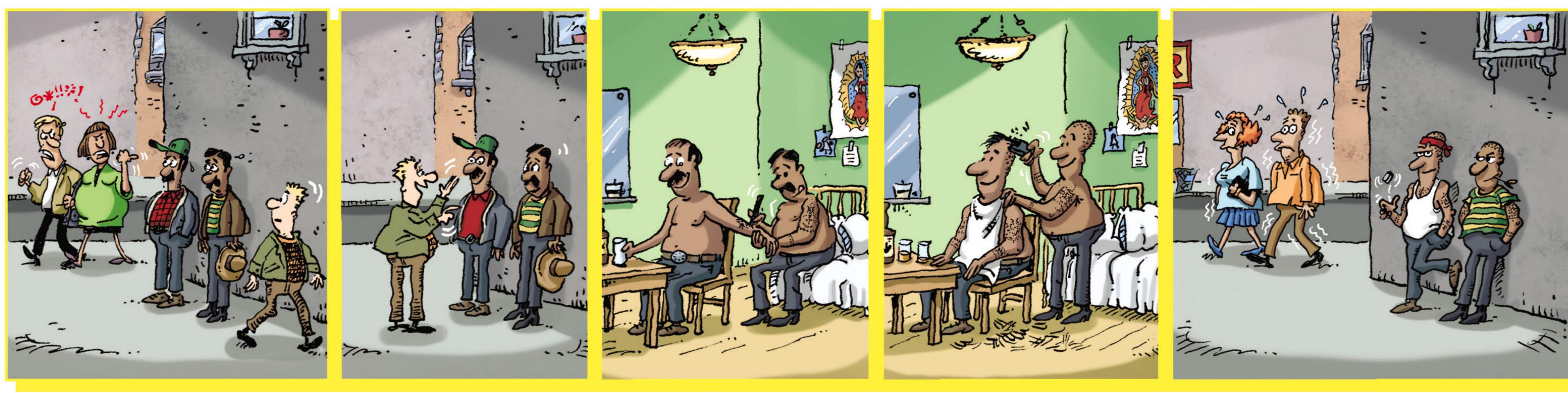


















Remember when greeting cards were great? Back in their heyday, if you wanted to let someone know you remembered their birthday or were sad because they lost a loved one, greeting cards got the job done. And they did it with style and flair! Today's liberals have let our precious greeting card industry fall into ruin. But fear not! Our president is going to...

## MAKE AMERICA GREET AGAIN



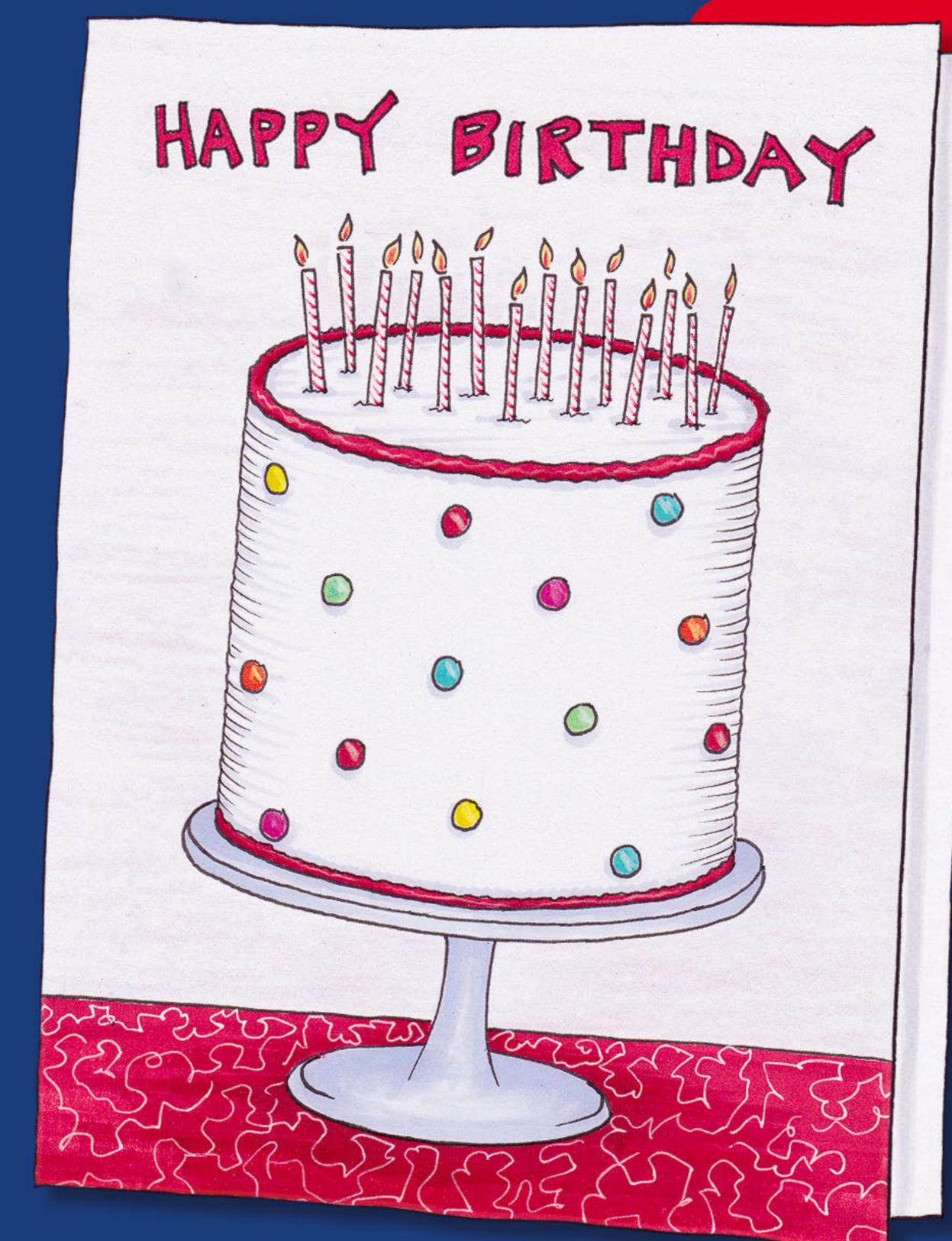
WRITER AND ARTIST TERESA BURNS PARKHURS

#### GET WELL



#### Message Inside:

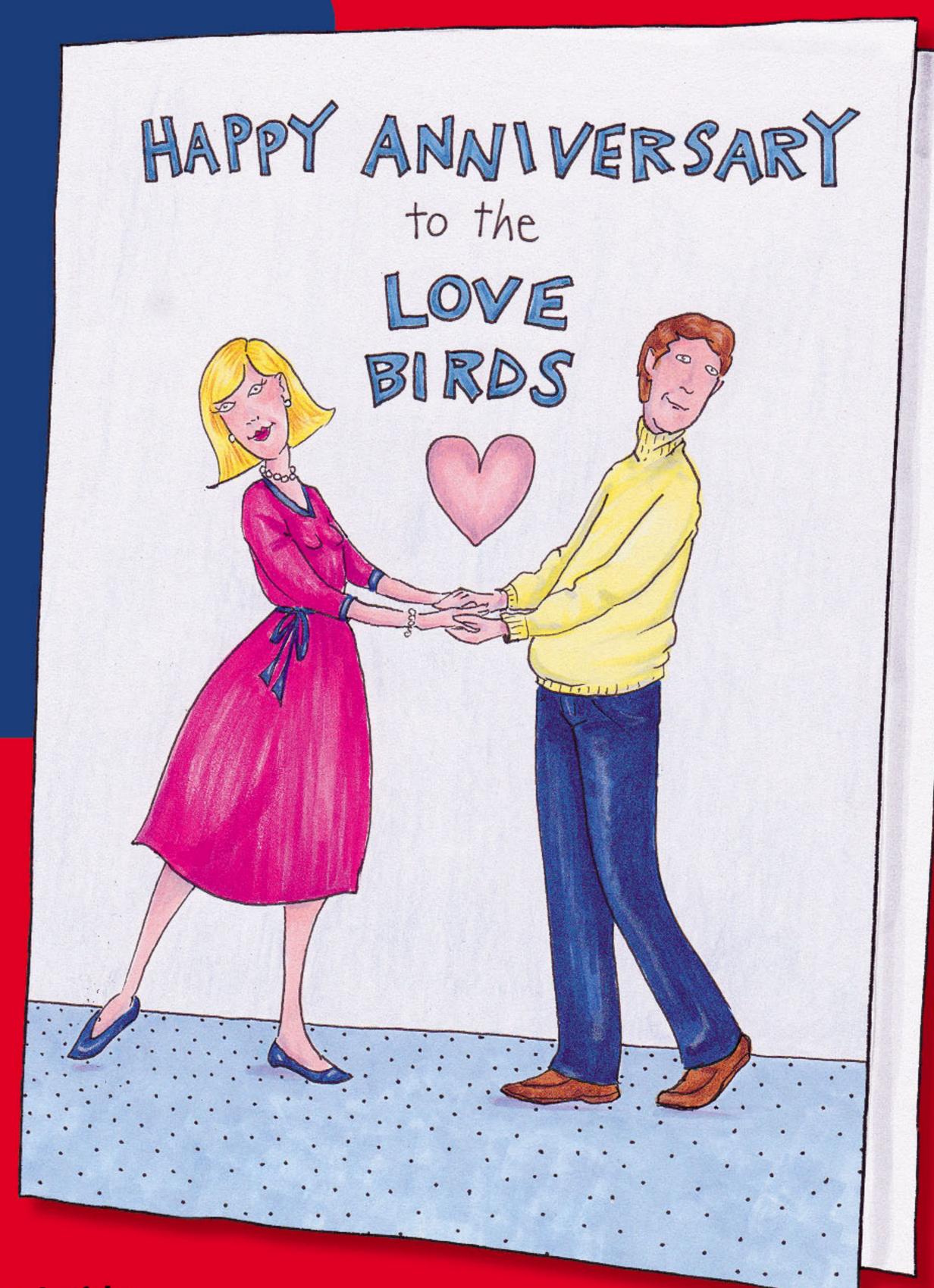
Many illnesses are preventable. I, myself, have never been sick. Never. I am probably the healthiest person there is, without a doubt.



Message Inside:

Believe me, you are not aging well.
You should consider getting some work done.

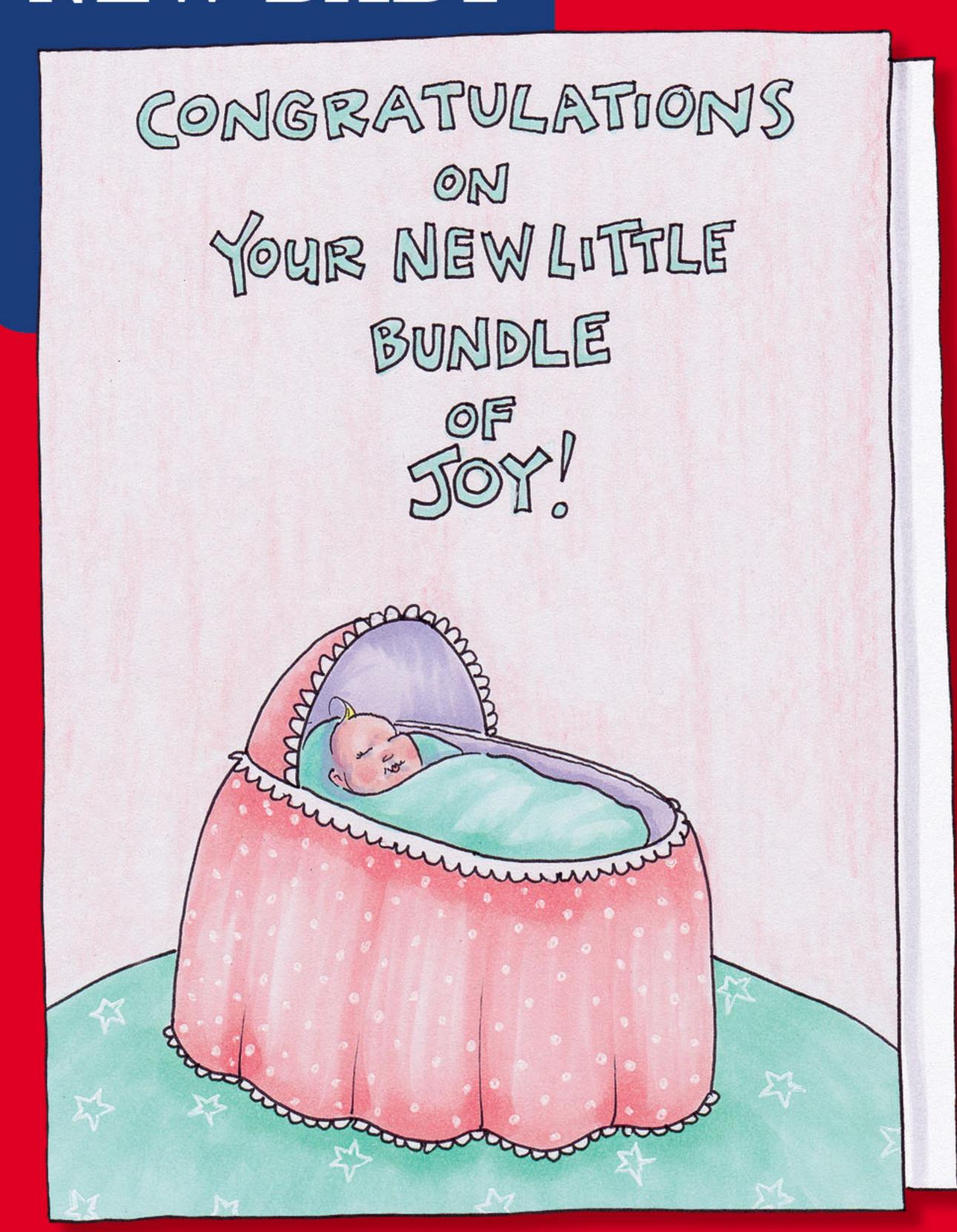
# NINERSARY



Message Inside:

No one has more respect for the institution of marriage than me, and I mean NO one. I have had several very beautiful wives. Gorgeous, in fact.

#### NEW BABY



#### Message Inside:

Babies are just great, aren't they? But, I am telling you because I KNOW, they completely ruin a woman's vagina. True.

#### RETIRENT



#### Message Inside:

Retiring is a good deal for people who are lazy.

An incredibly good deal for the lazy-do-nothings!

I like people who DON'T retire.



#### Message Inside:

Being a mother has got to be a truly magnificent feeling! Very happy for you! (Too bad about your vagina.)

# CONGRATULATIONS ON EARNING YOUR DEGREE!

#### Message Inside:

The crowd at my graduation ceremony?
The biggest in history! It's true, ask anyone.
They went absolutely nuts when I crossed
the stage. Totally nuts for me.

#### VALENTINE'S DAY



#### Message Inside:

I have a tremendous number of valentines, and they let me do anything I want to them. I can just grab them like a bowling ball...wait, that's three holes—are there three holes? Anyway, I have zero, ZERO problems getting a valentine.

# 

#### Message Inside:

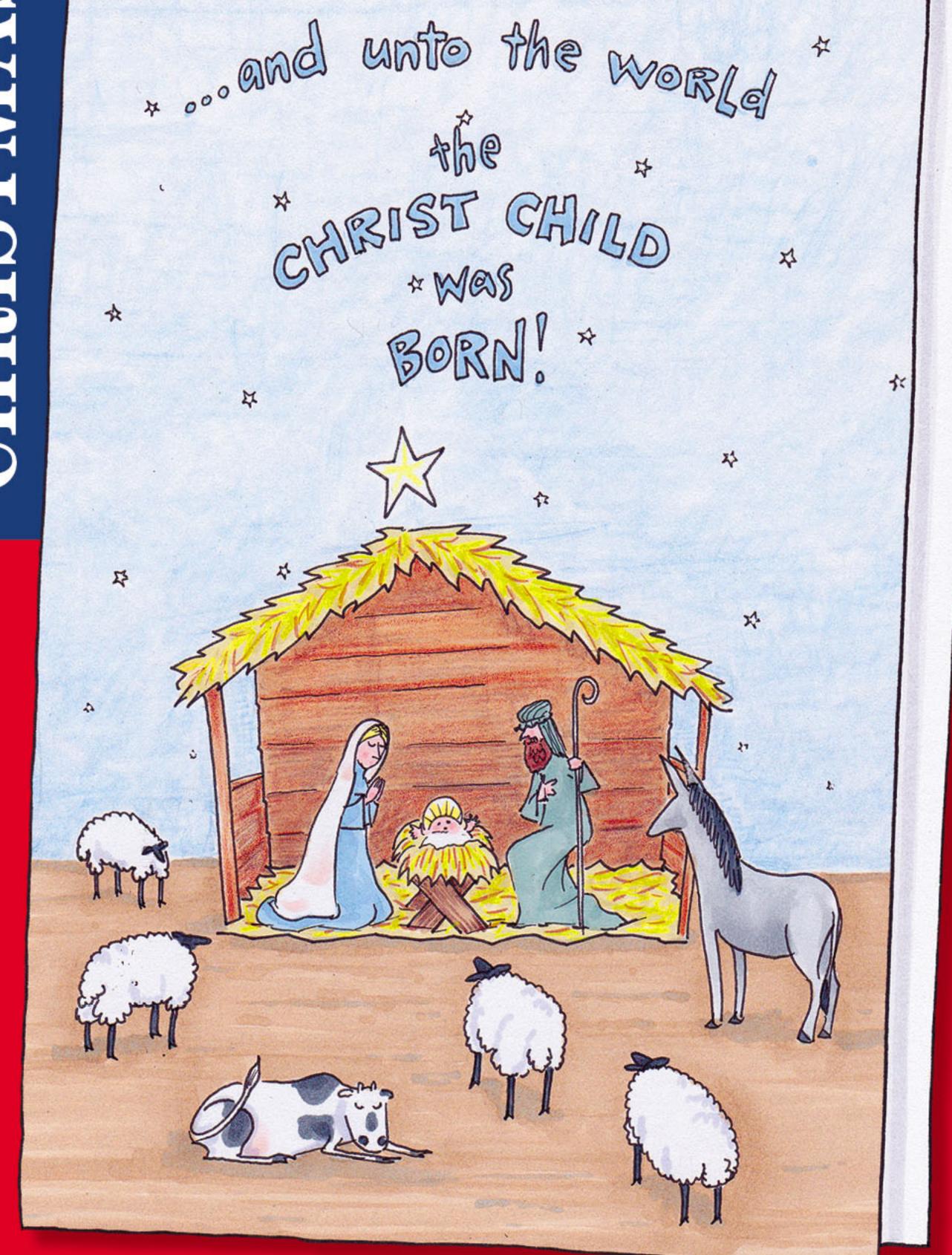
The Jews love me. And they're so funny, really a funny people. Hilarious, even. I've discovered that many comedians are Jews. Really, they are. They spell things strangely, but good, funny people.



#### Message Inside:

Your loved one being dead makes it very uncomfortable for other people. They just don't know what to say. Trying to make you feel better is very difficult. Impossible, actually. Not good.

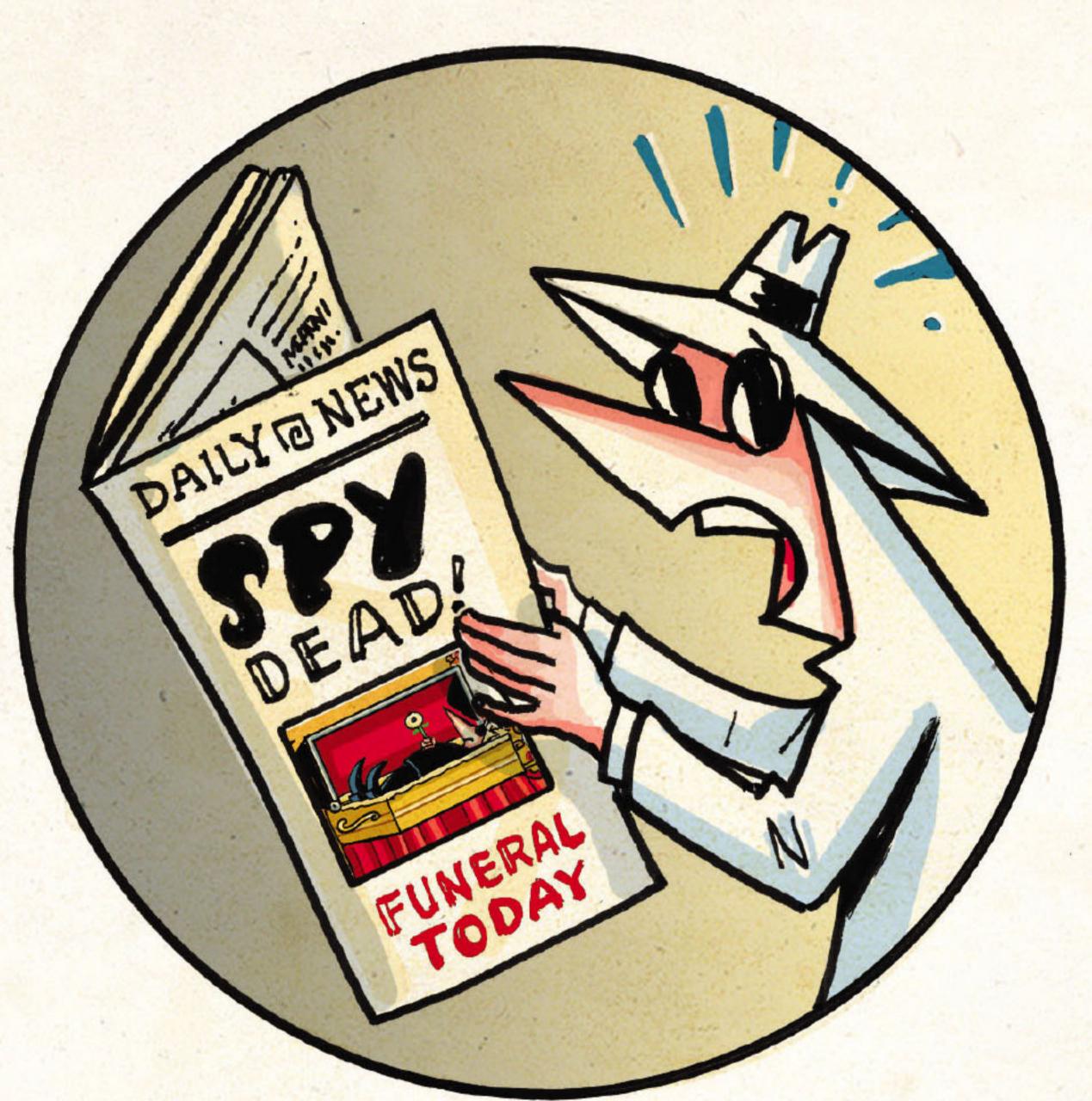
# HRISTINGS

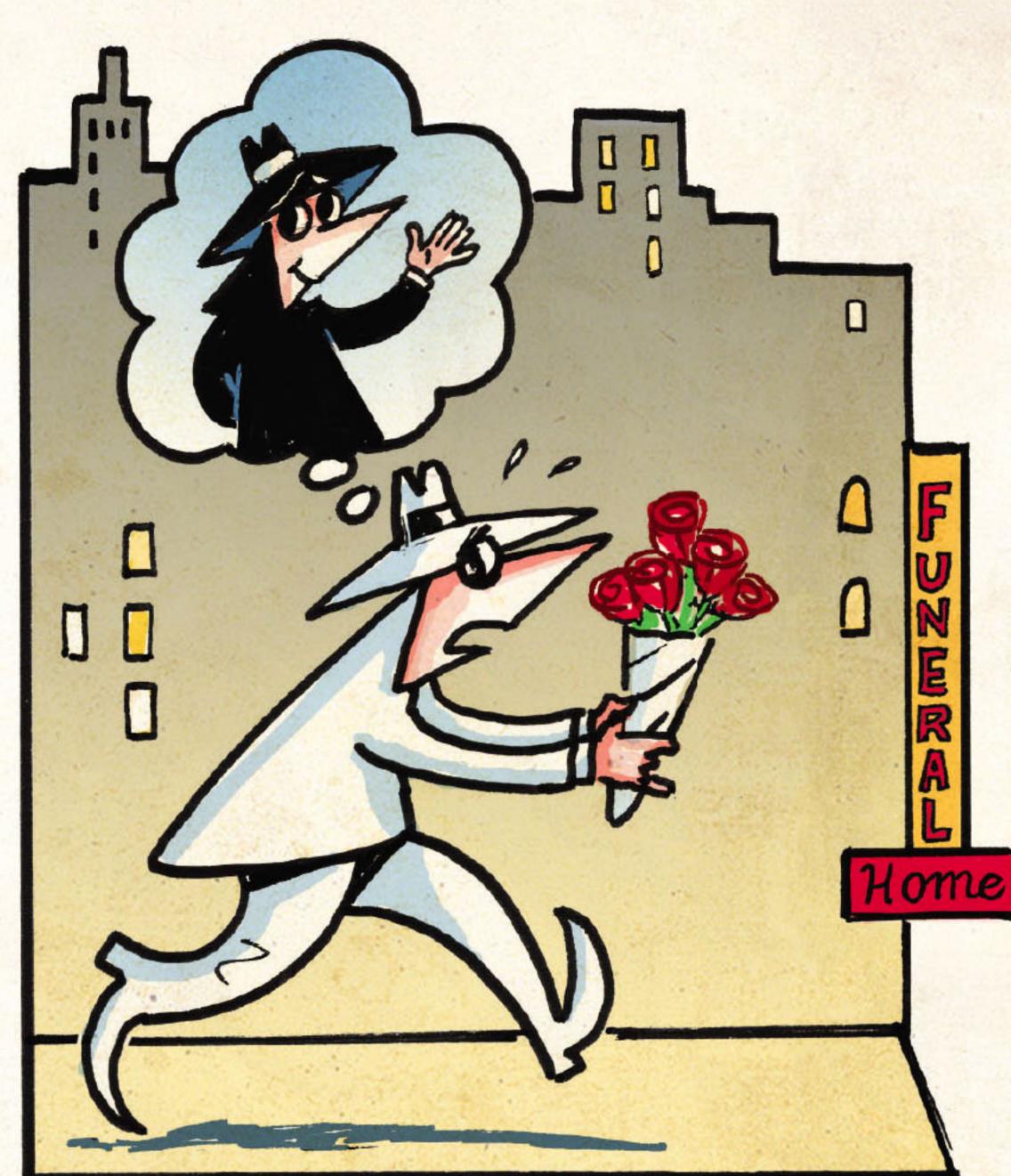


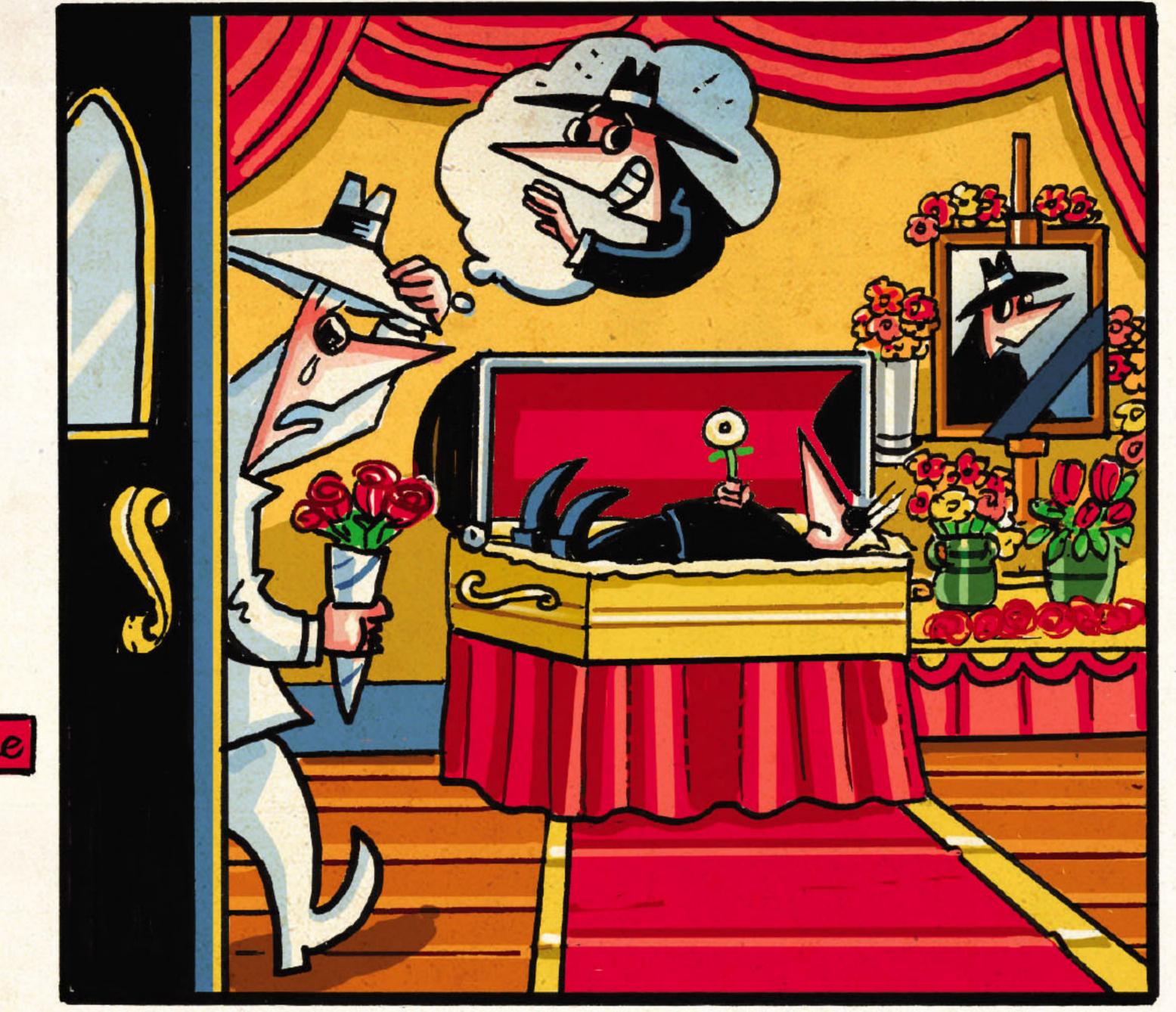
#### Message Inside:

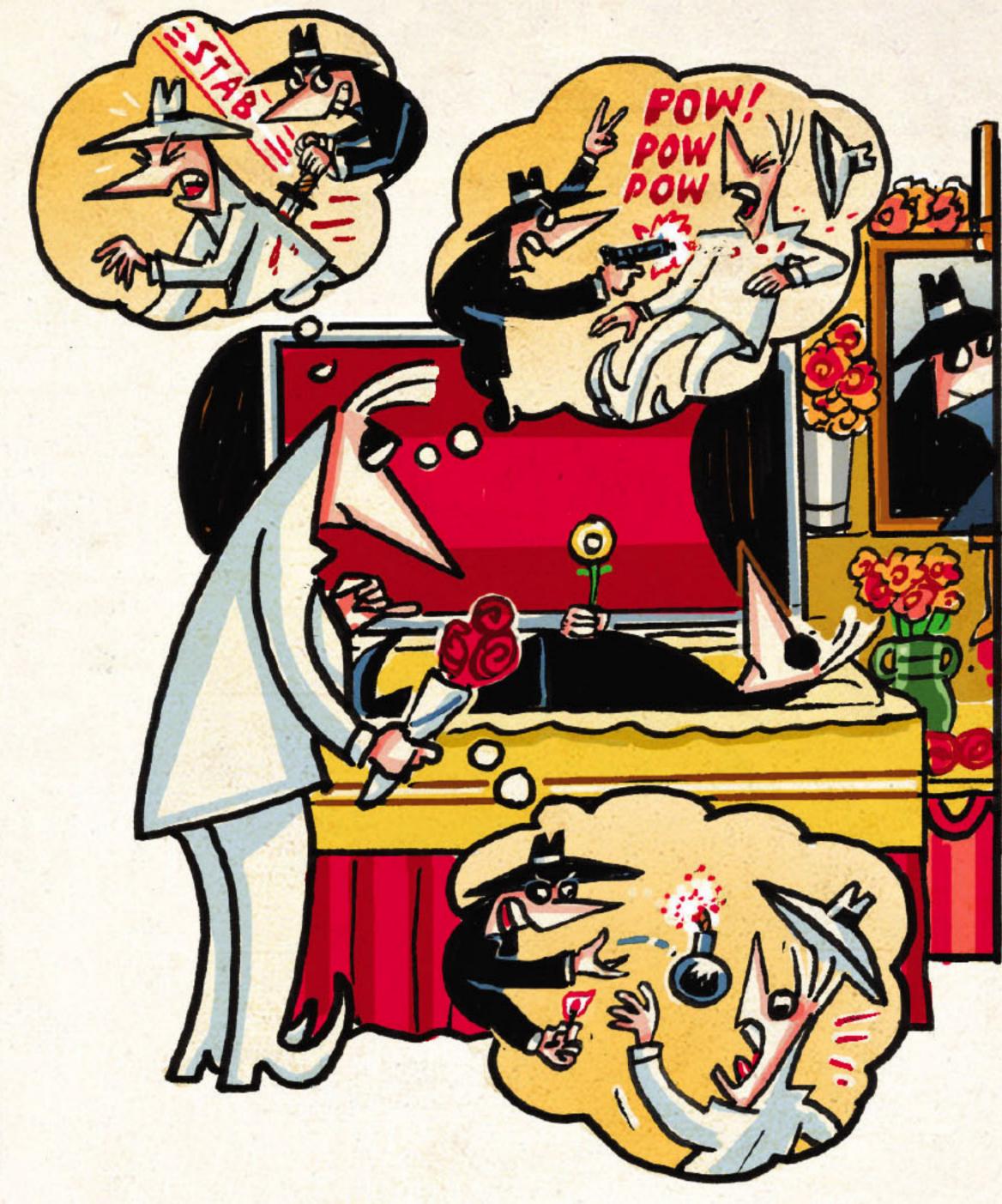
Listen to me when I tell you that many, many people say how much I remind them of Jesus! Not the baby one, and not the one on the cross—he was so dirty from all the, well, there were thorns and blood and sweating. I'm like the good-looking one with the fabulous hair.

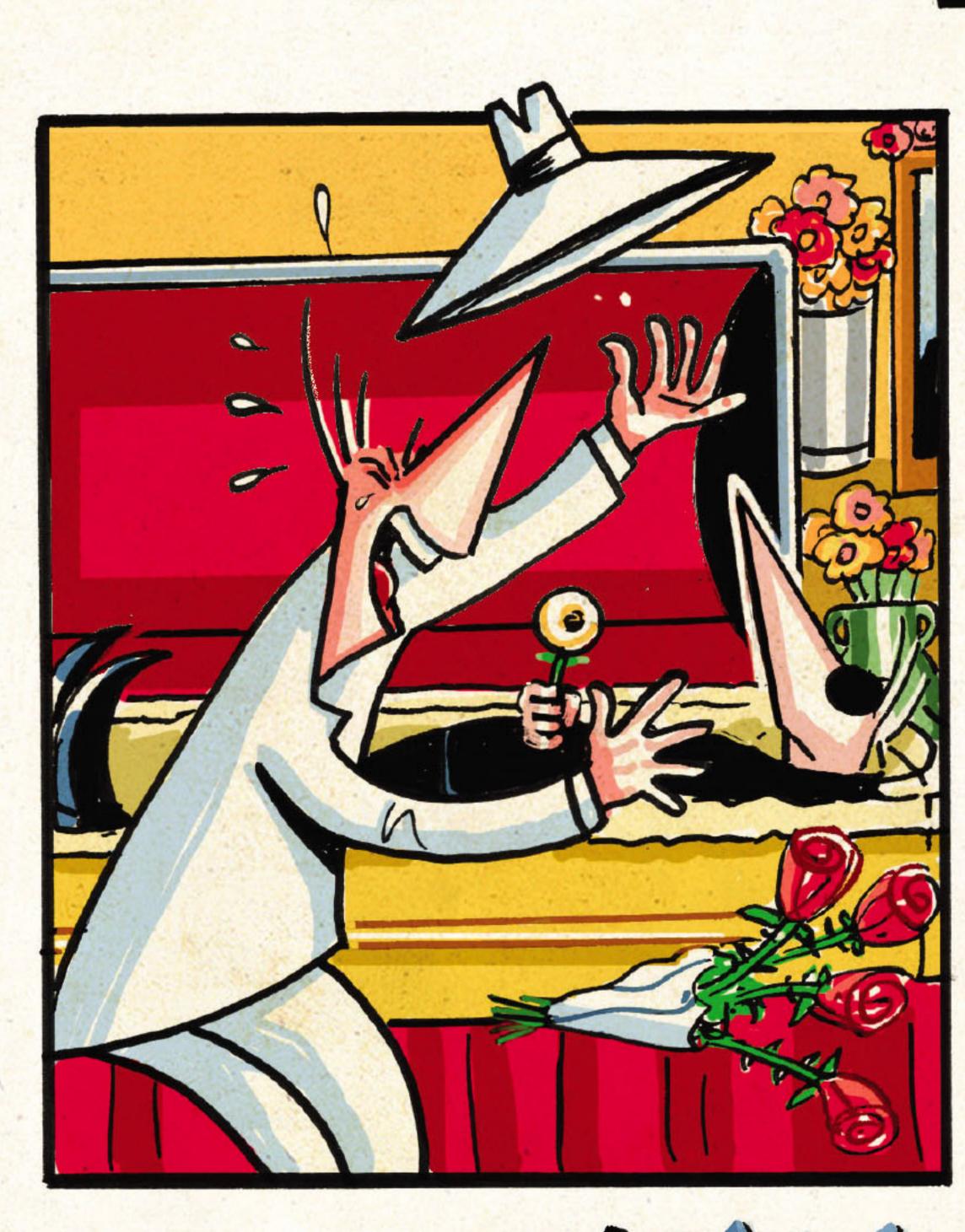




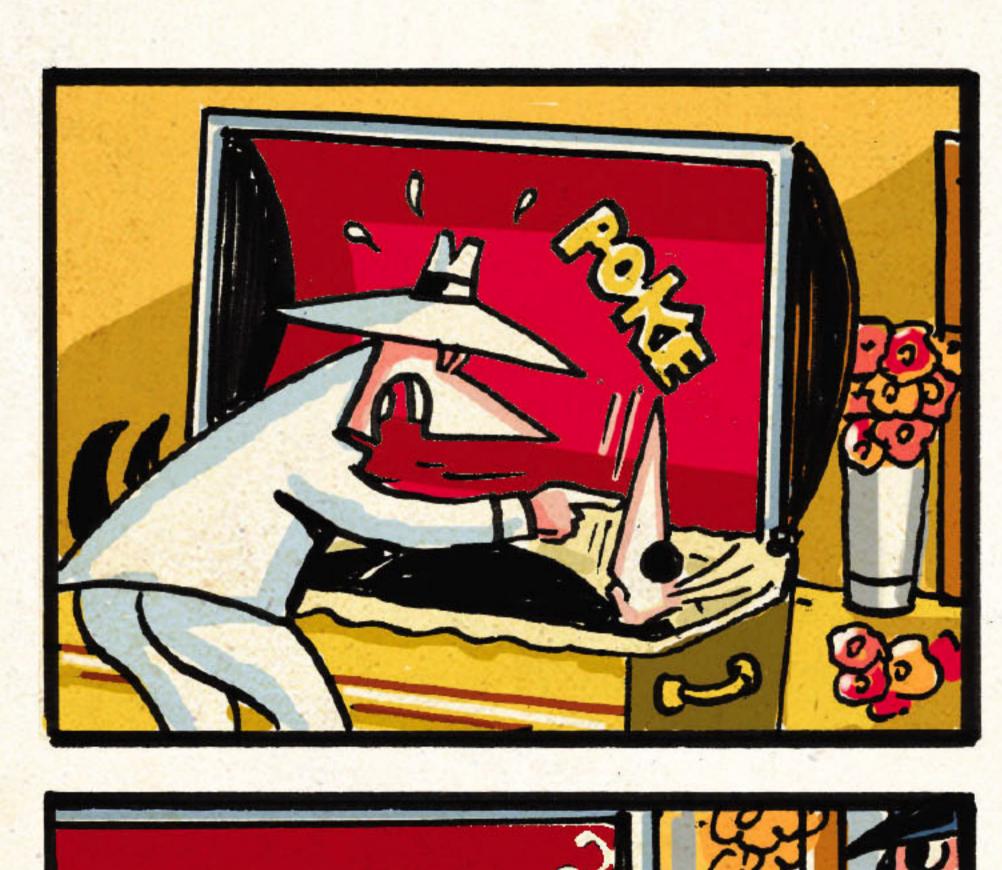




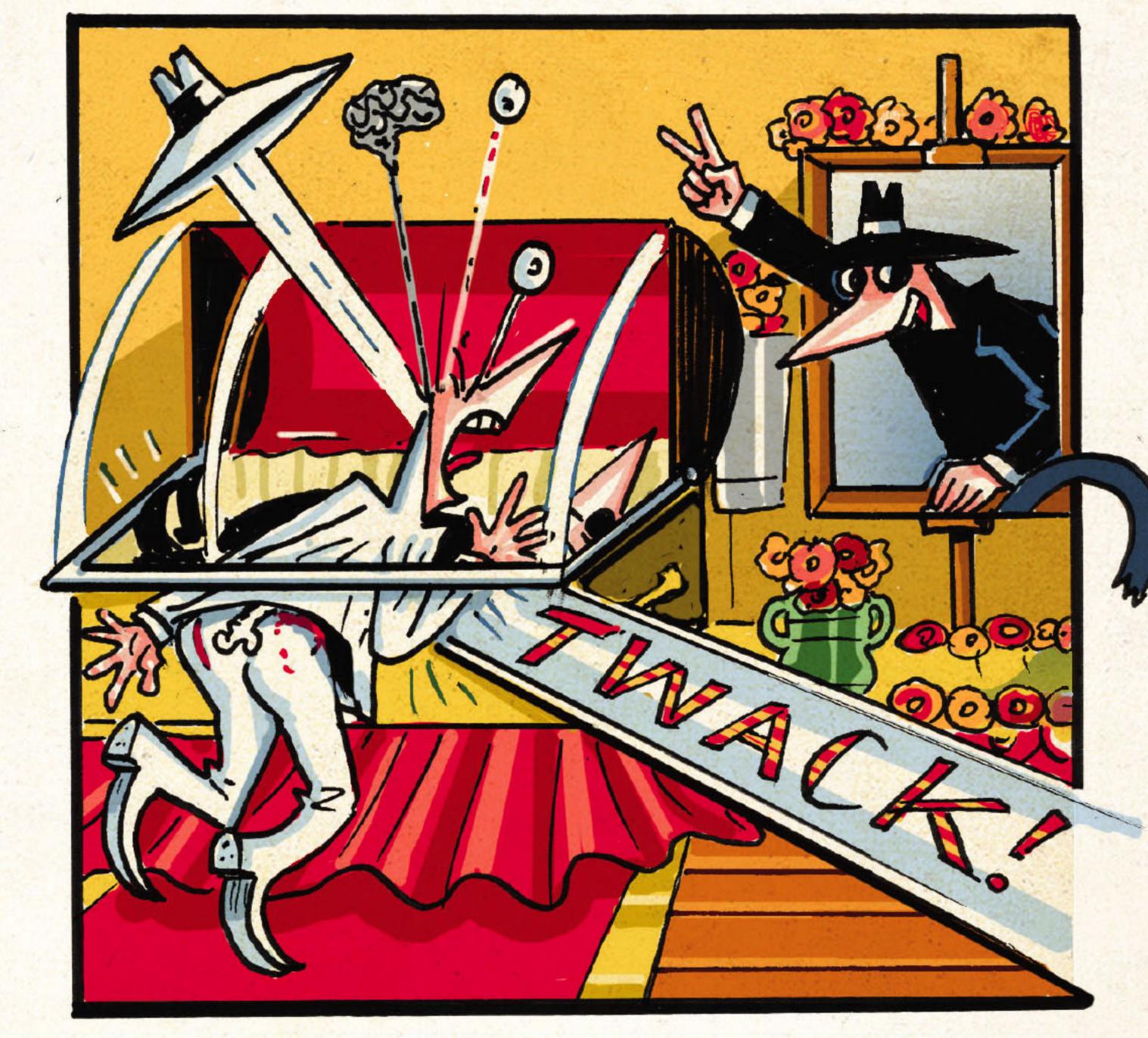






















#### THE WISENHEIM MUSEUM

Over its notorious 66-year history, MAD has left its mark on (some might say scarred) generations of creative types! Here in the Wisenheim Museum, we invite those visionaries to pay tribute to (some might say get back at) the magazine that set them on their creative (some might say degenerate) course!

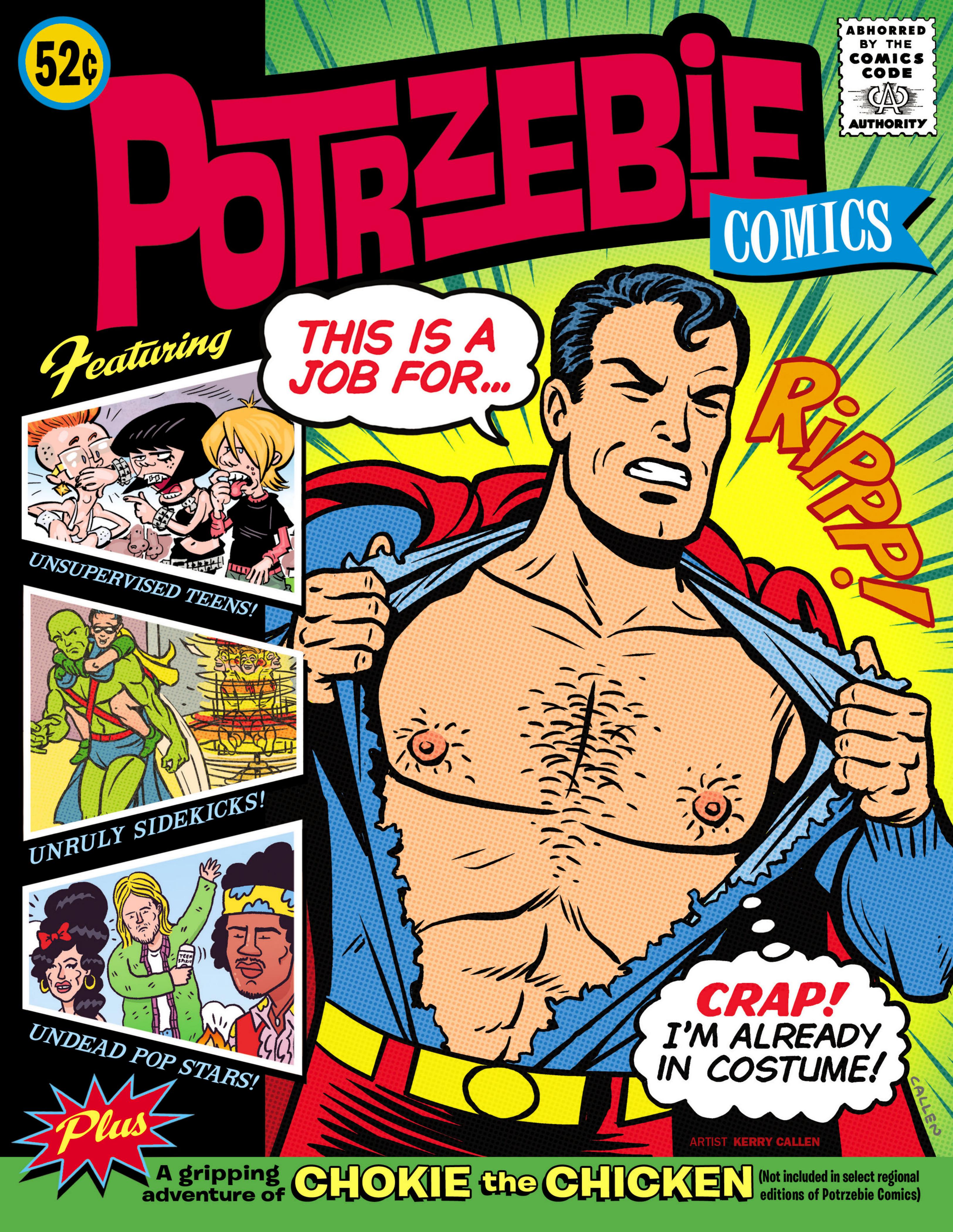
#### MAD-HAPPY ME by RON ENGLISH

One might guess my early art influences to be Salvador Dali, Magritte, and Picasso, and one would be... half right. The other half of the influence would be MAD Magazine. Yes, I am part of the generation raised by MAD. We should be called the "What, Me Worry?" generation, because we sure took that line to heart. Global warming? "What, Me Worry?" The NSA? "What, Me Worry?" Our generation eventually took the credo to its ultimate conclusion, electing an Alfred E. Neuman look-alike president, a fellow that started a war with the wrong country and put us on the brink of a second Great Depression. But hey, "What, Us Worry?" So here we are, at the end of our run, still not too worried. We've moved on from Alfred E. Neuman to a real cartoon character playing president, and we are still not worried. Nope, not worried at all.

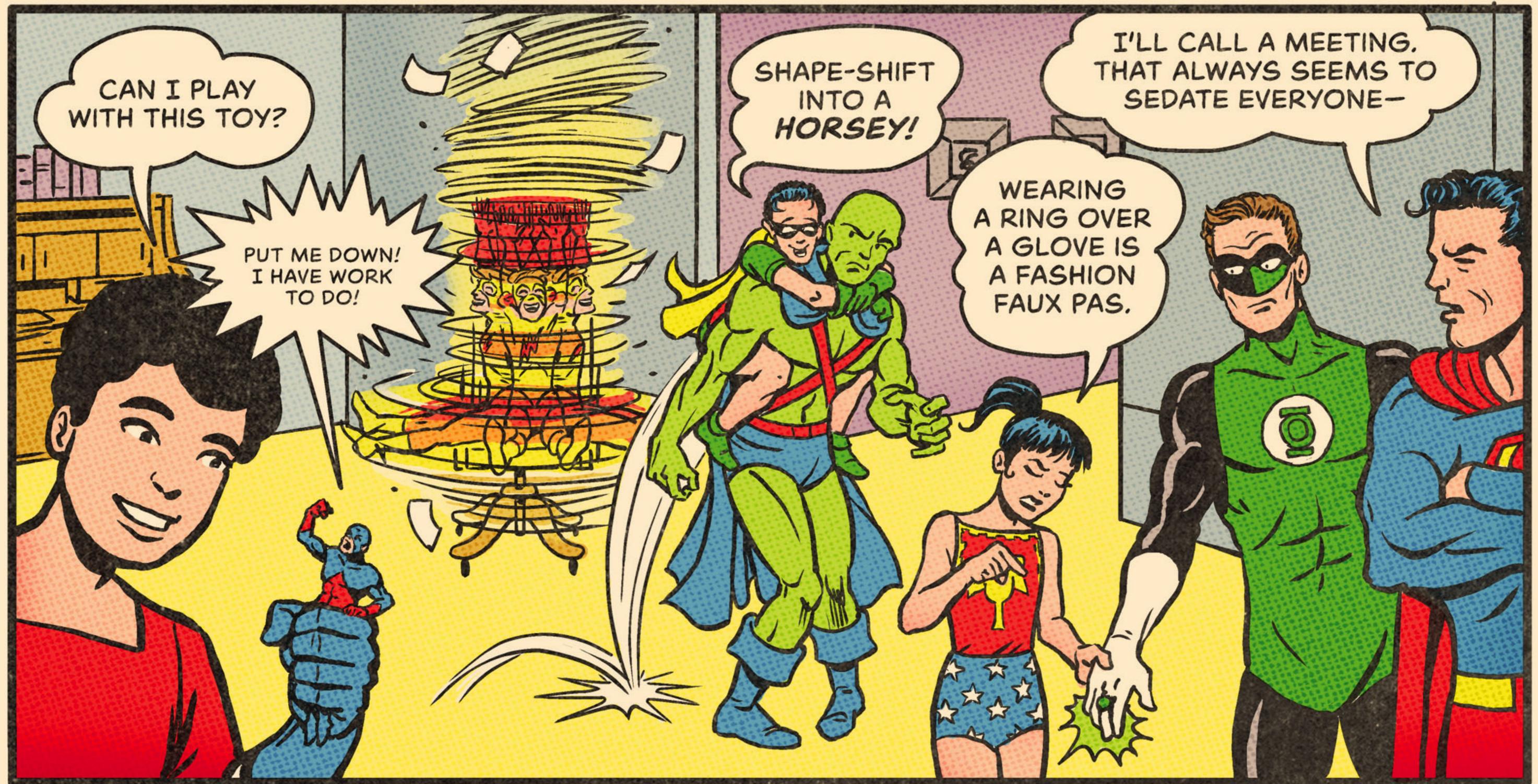
Ron English has bombed the global landscape with unforgettable images. He coined the term "POPaganda" to describe his signature mash-up of high and low cultural touchstones from superhero mythology to totems of art history-populated with his original characters, including MC Supersized, the obese fast-food mascot featured in the hit movie Supersize Me, and Abraham Obama, the fusion of America's 16th and 44th presidents, an image widely discussed in the media as directly impacting the 2008 election.

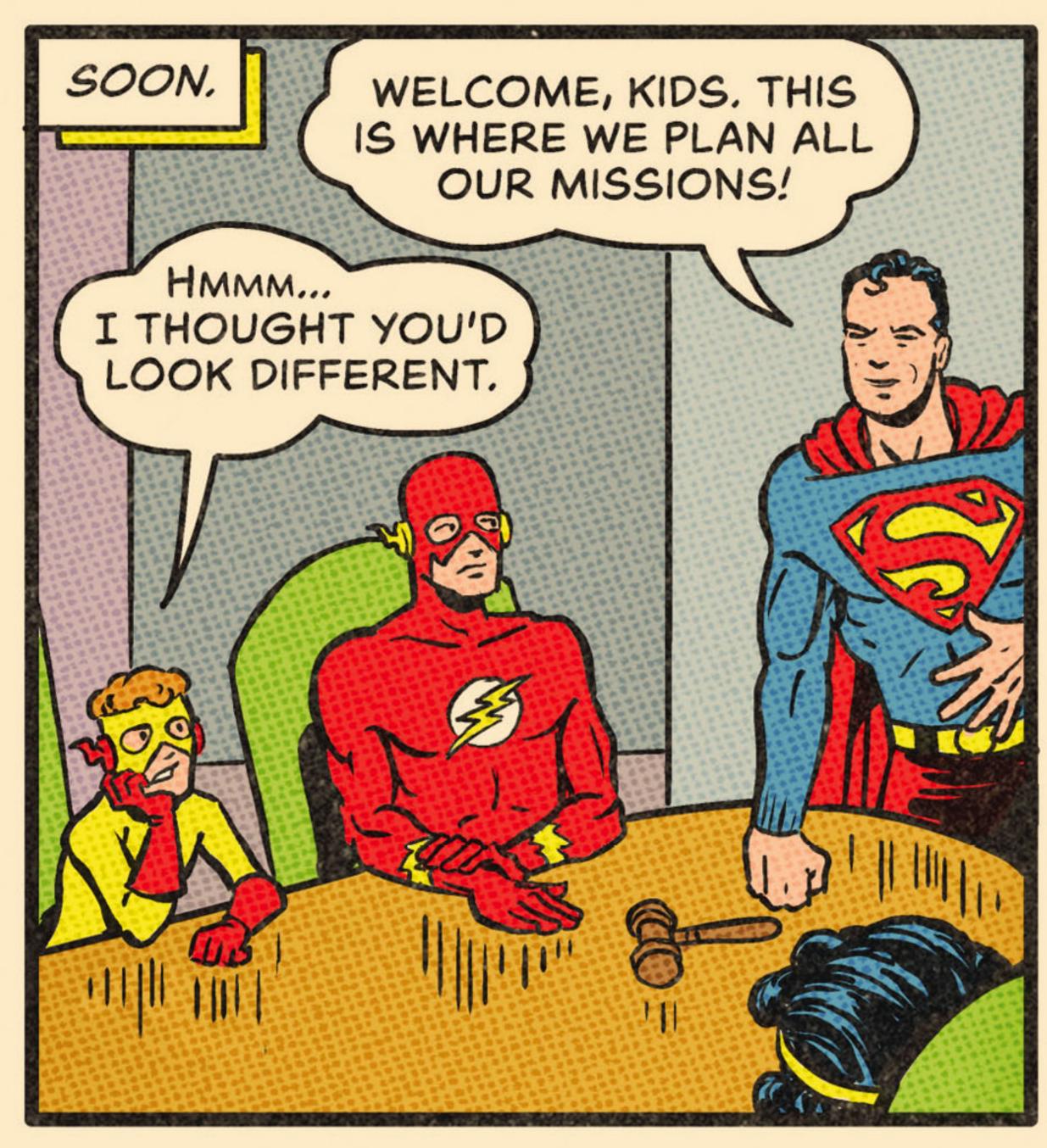
www.popaganda.com

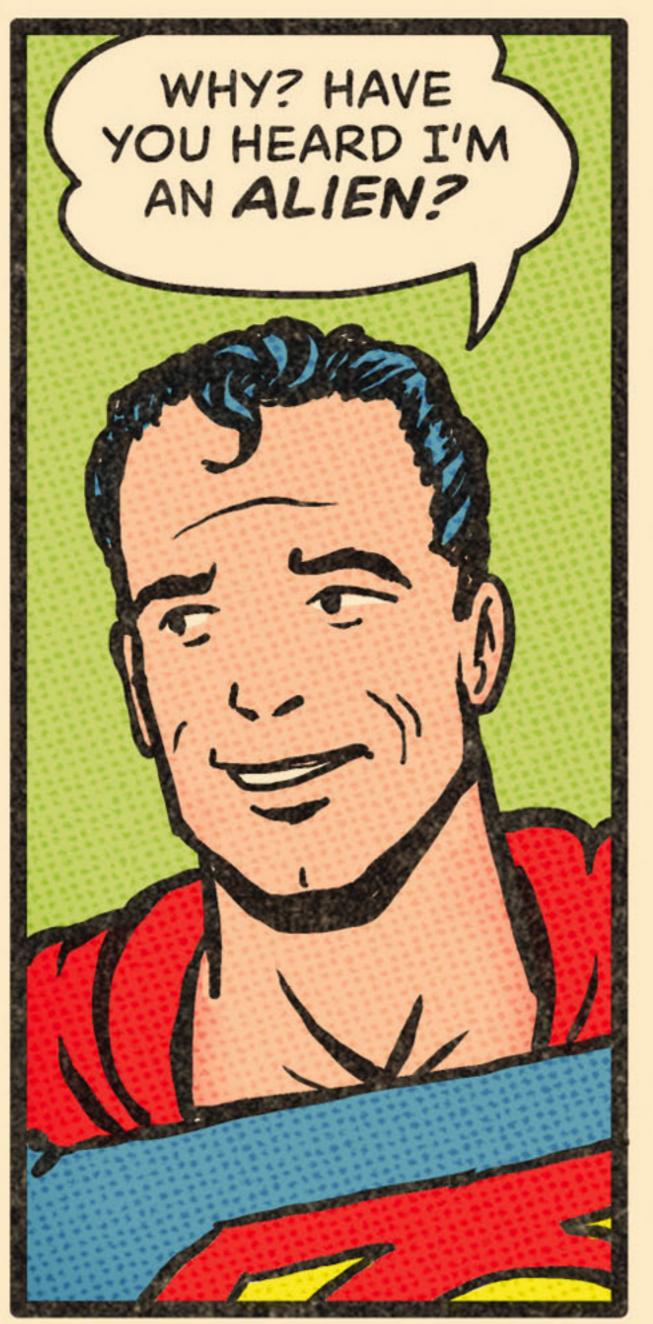








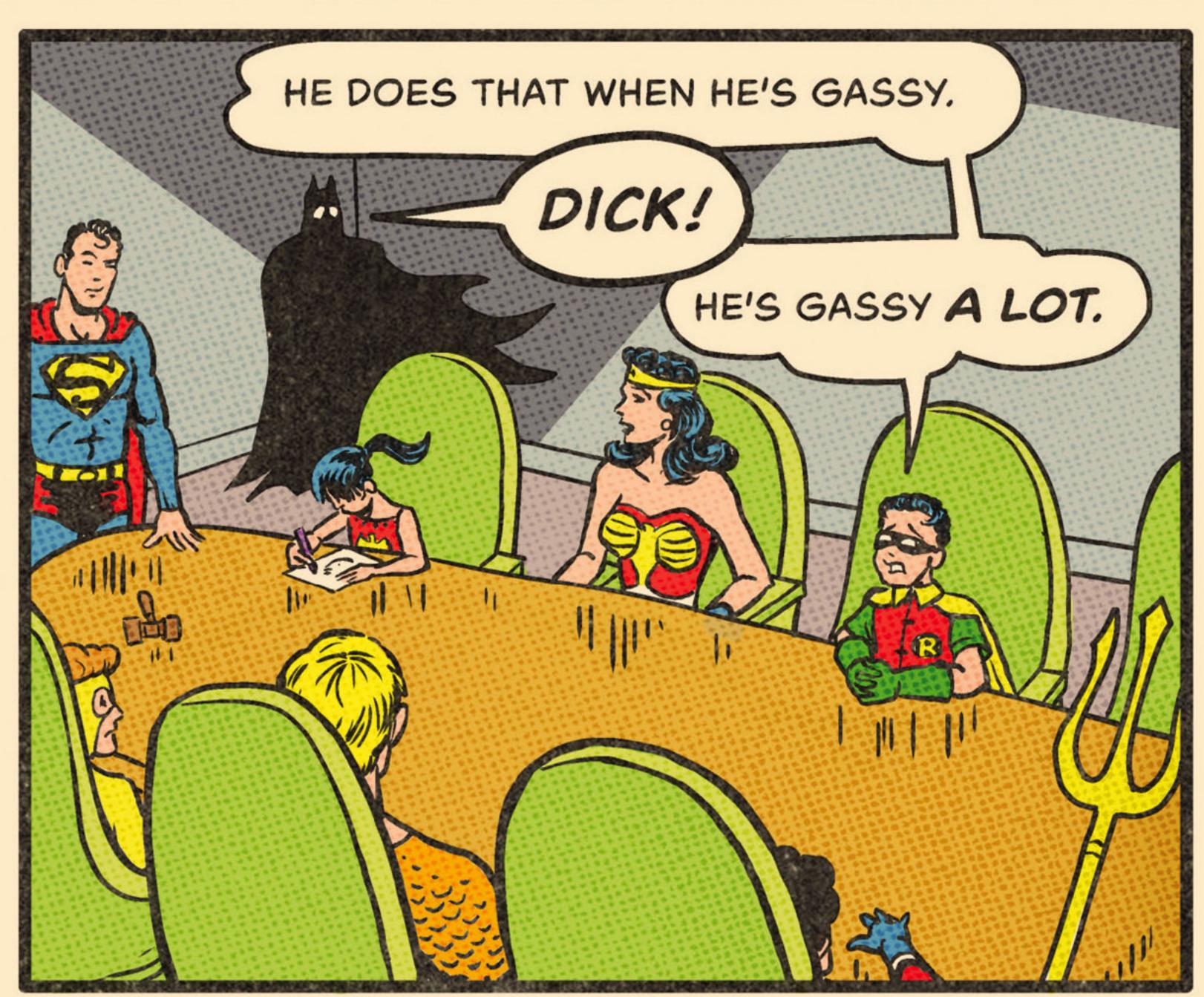










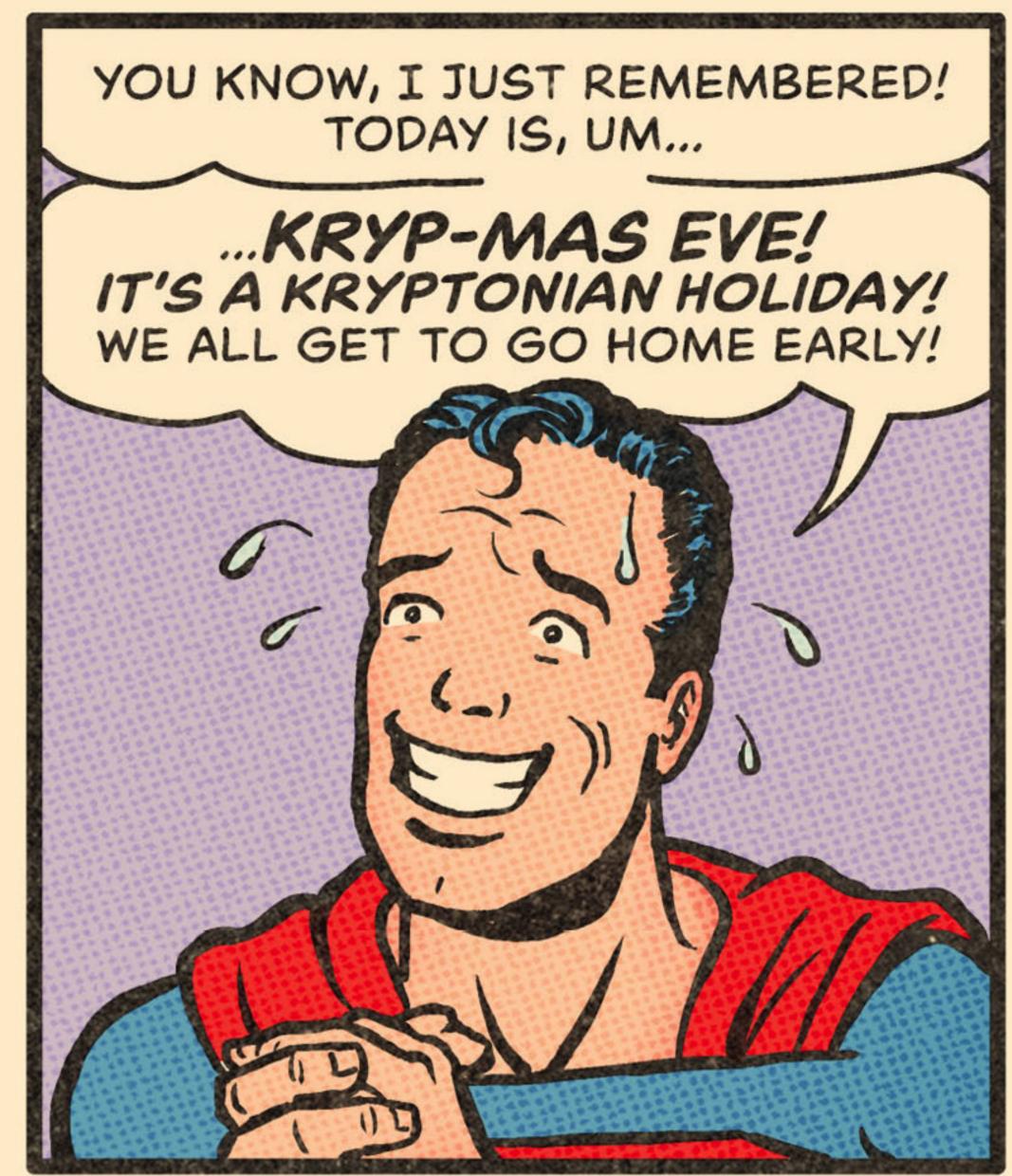




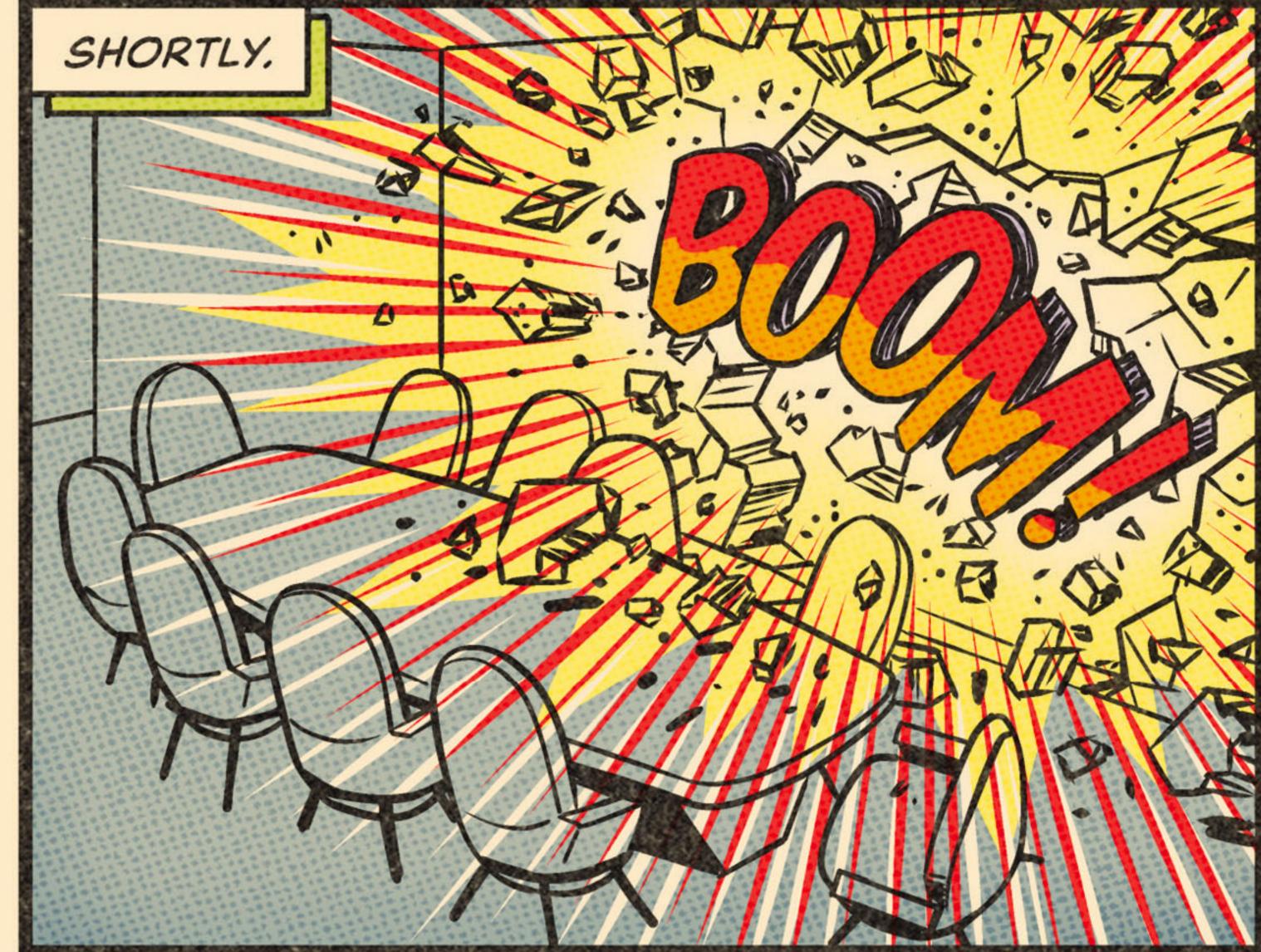




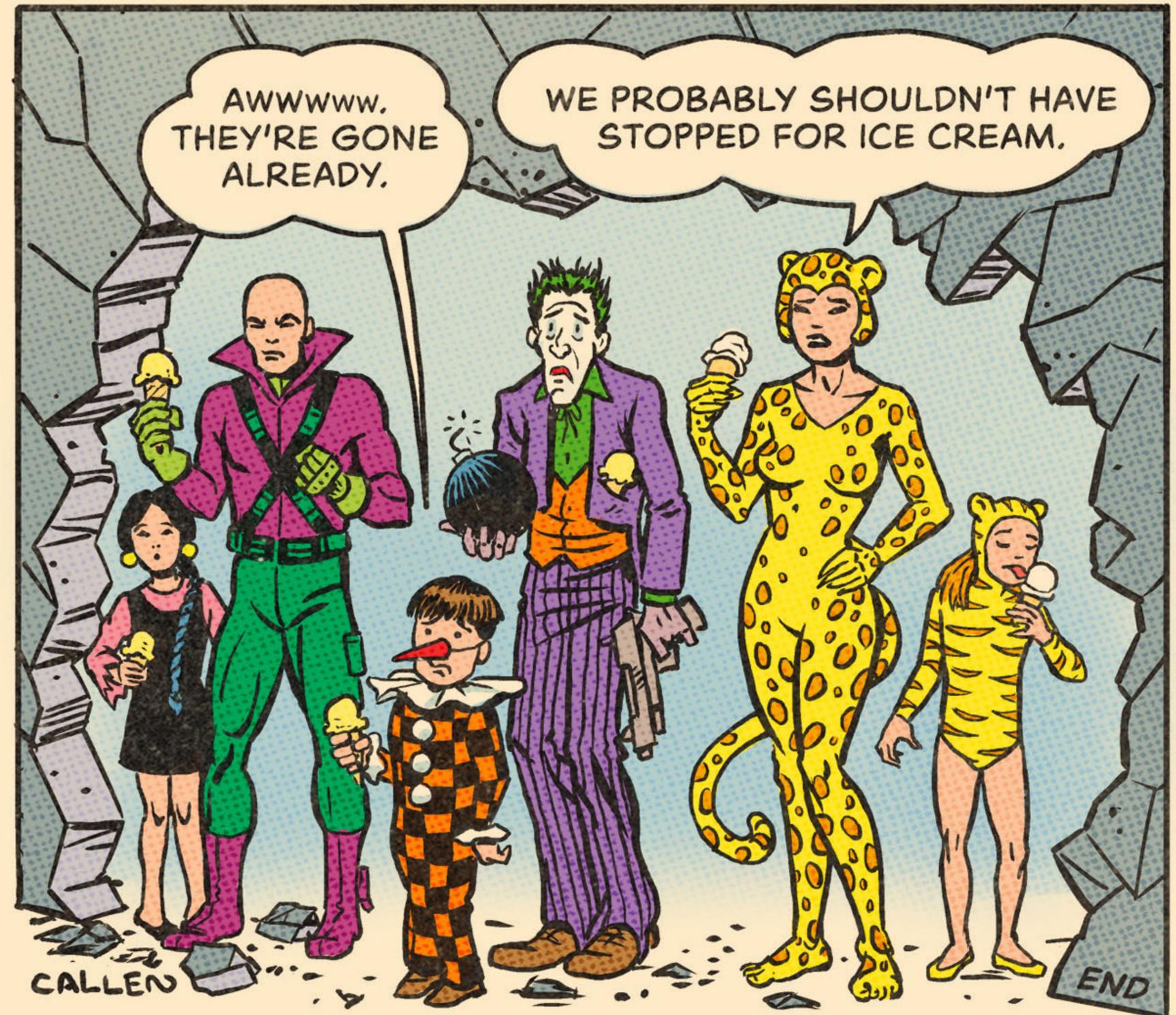


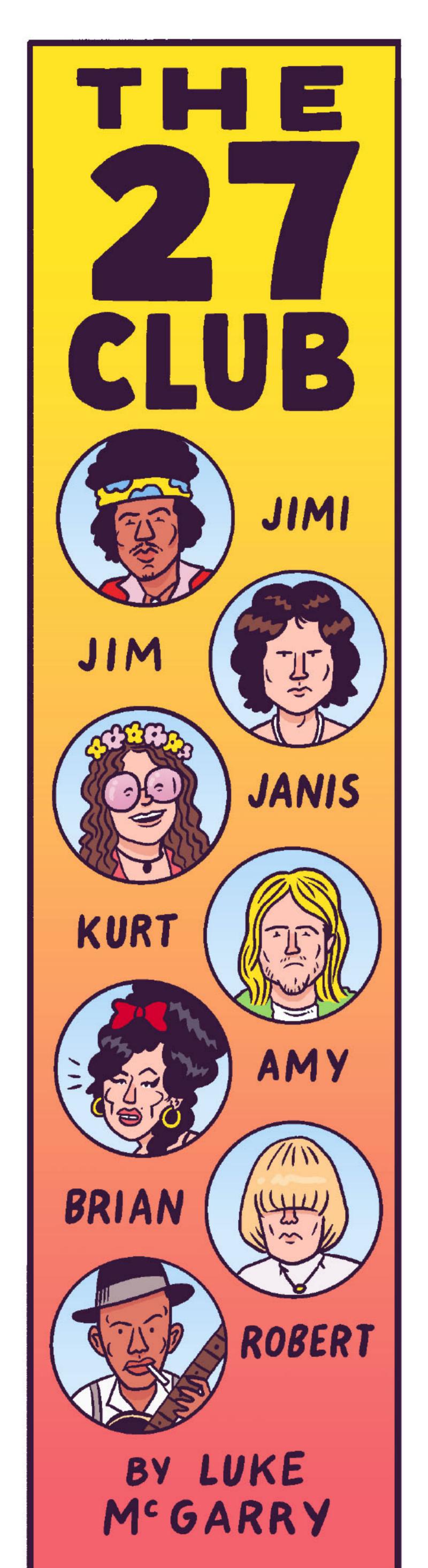






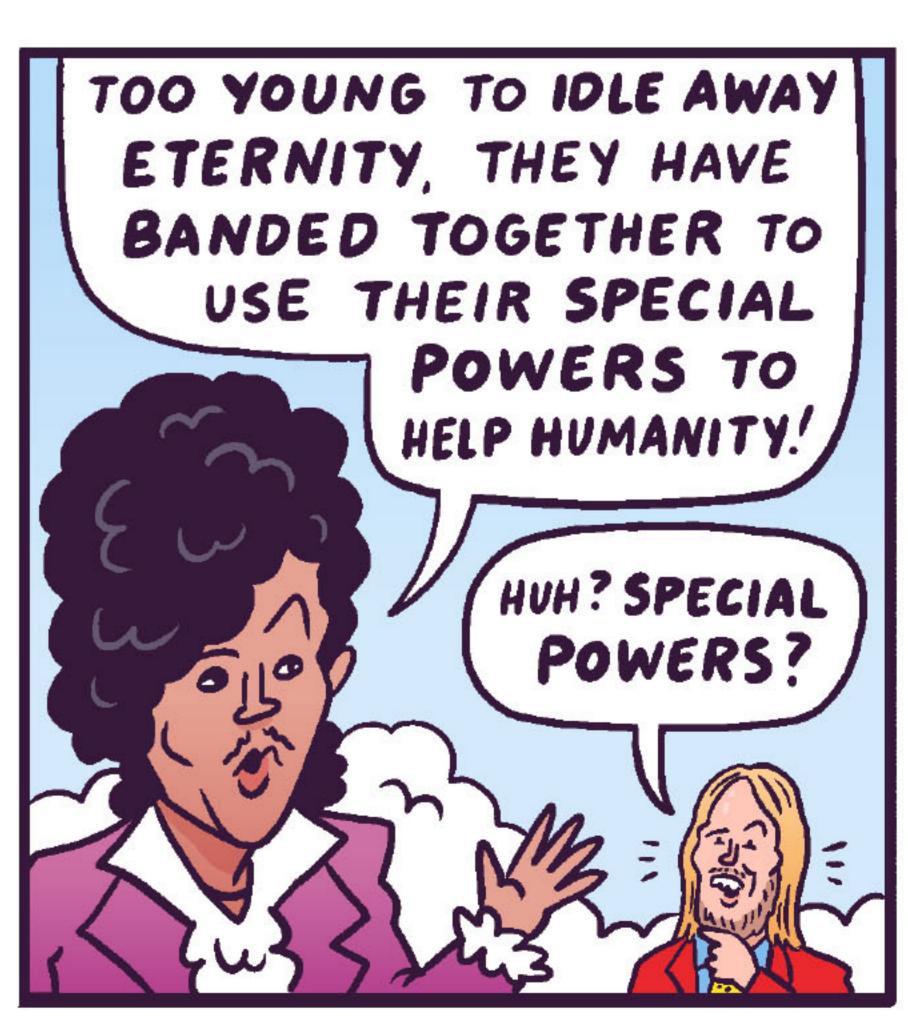


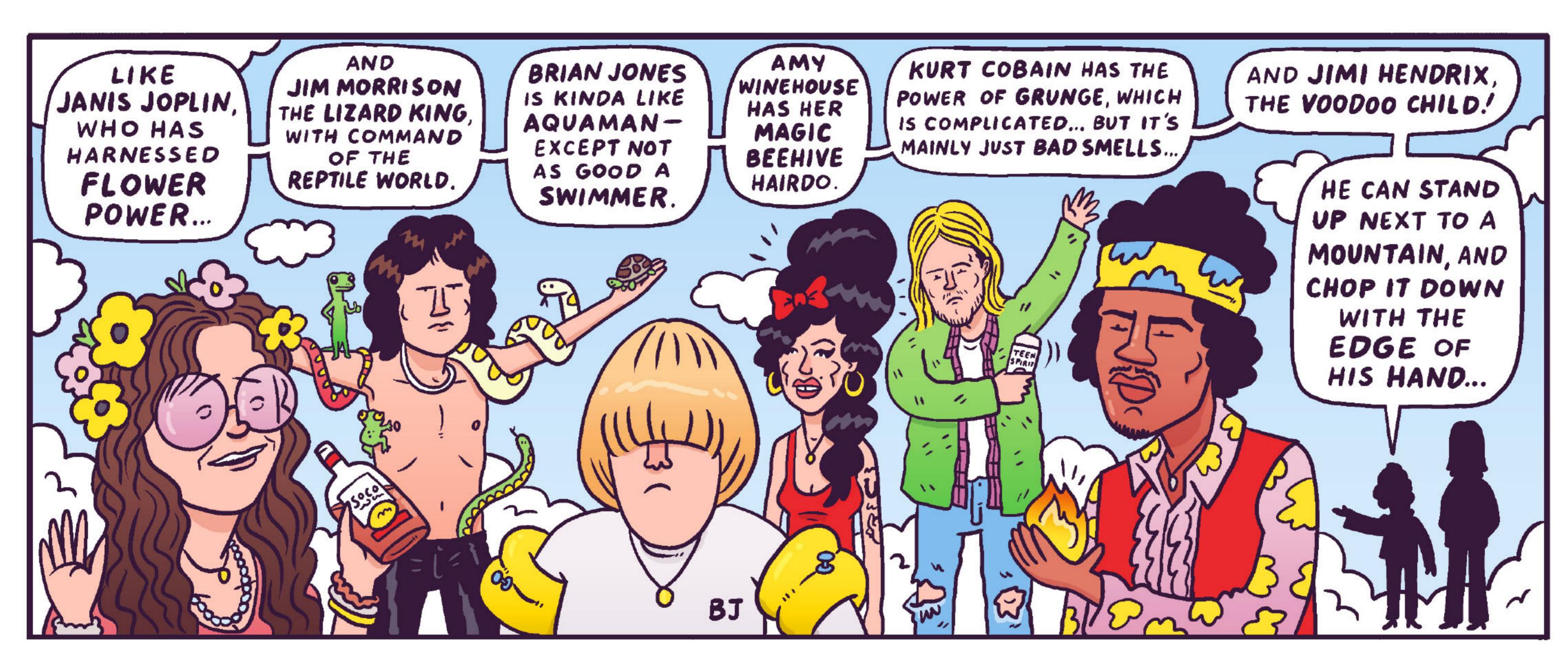








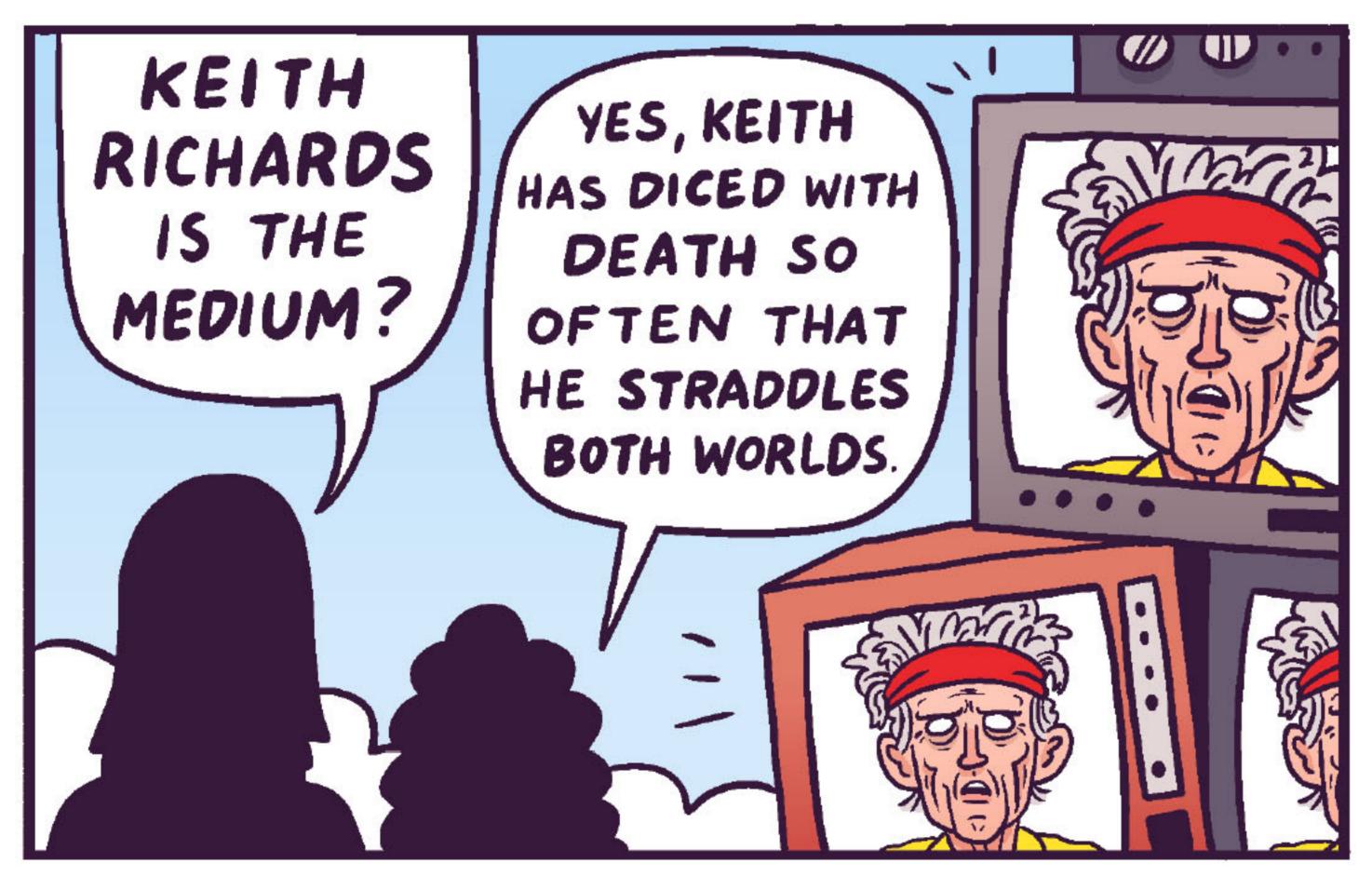












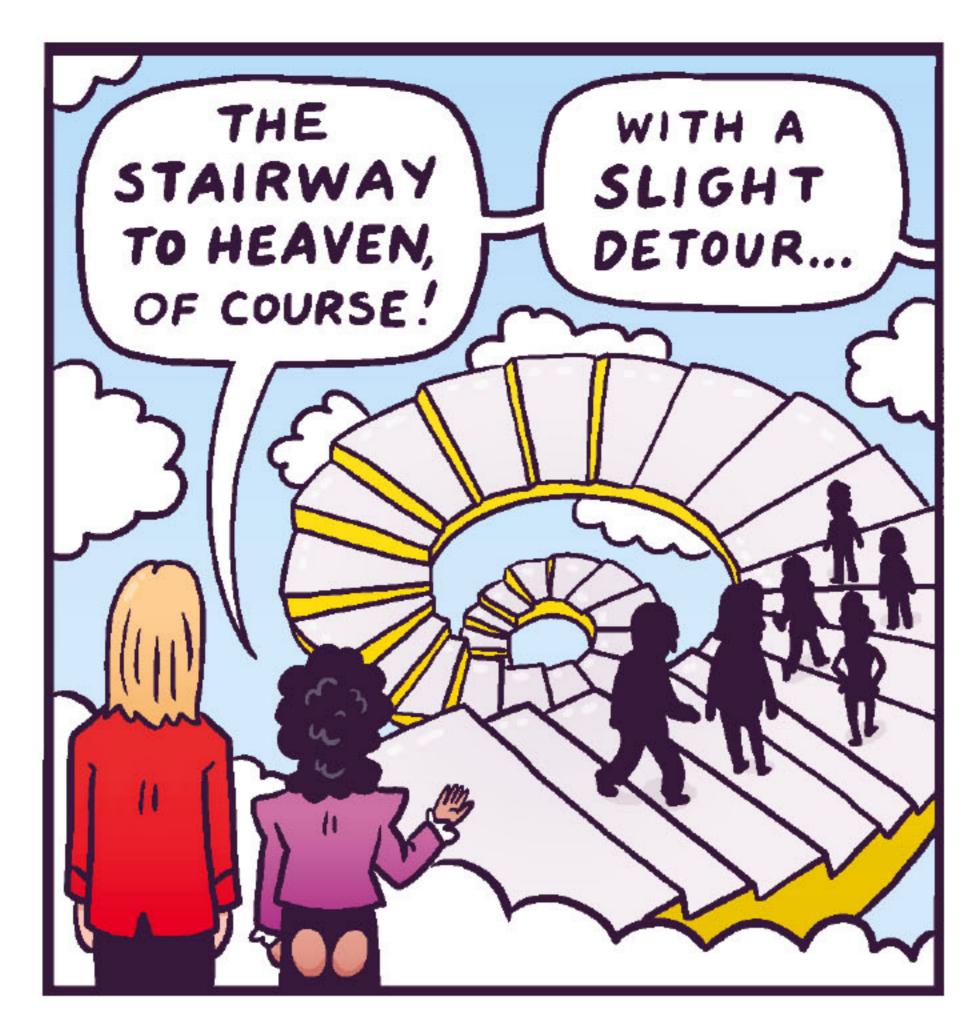


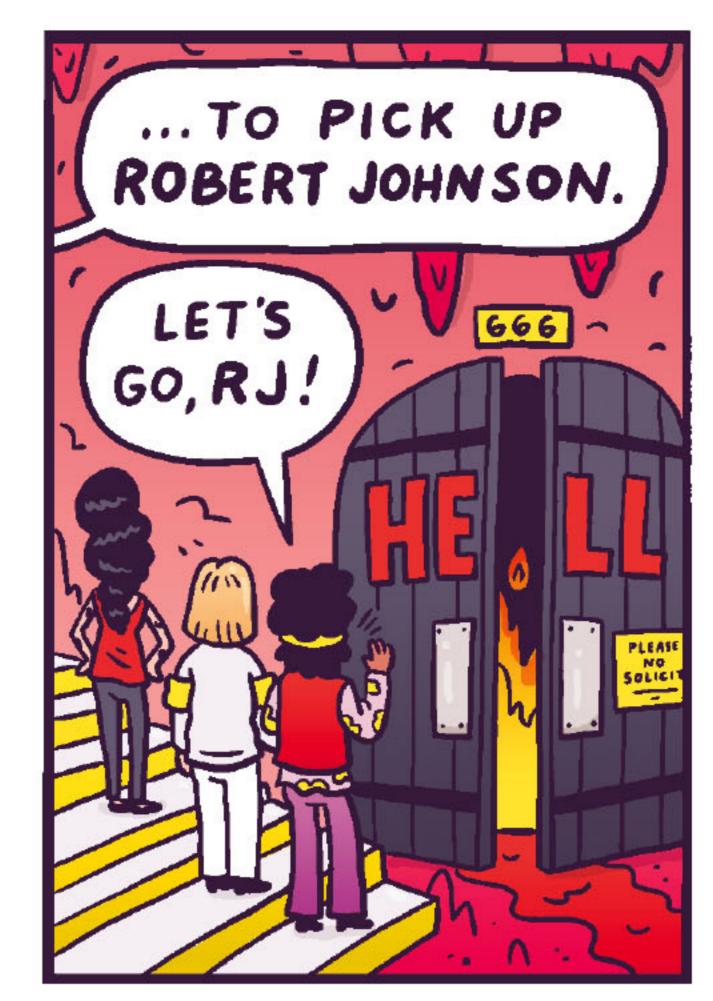




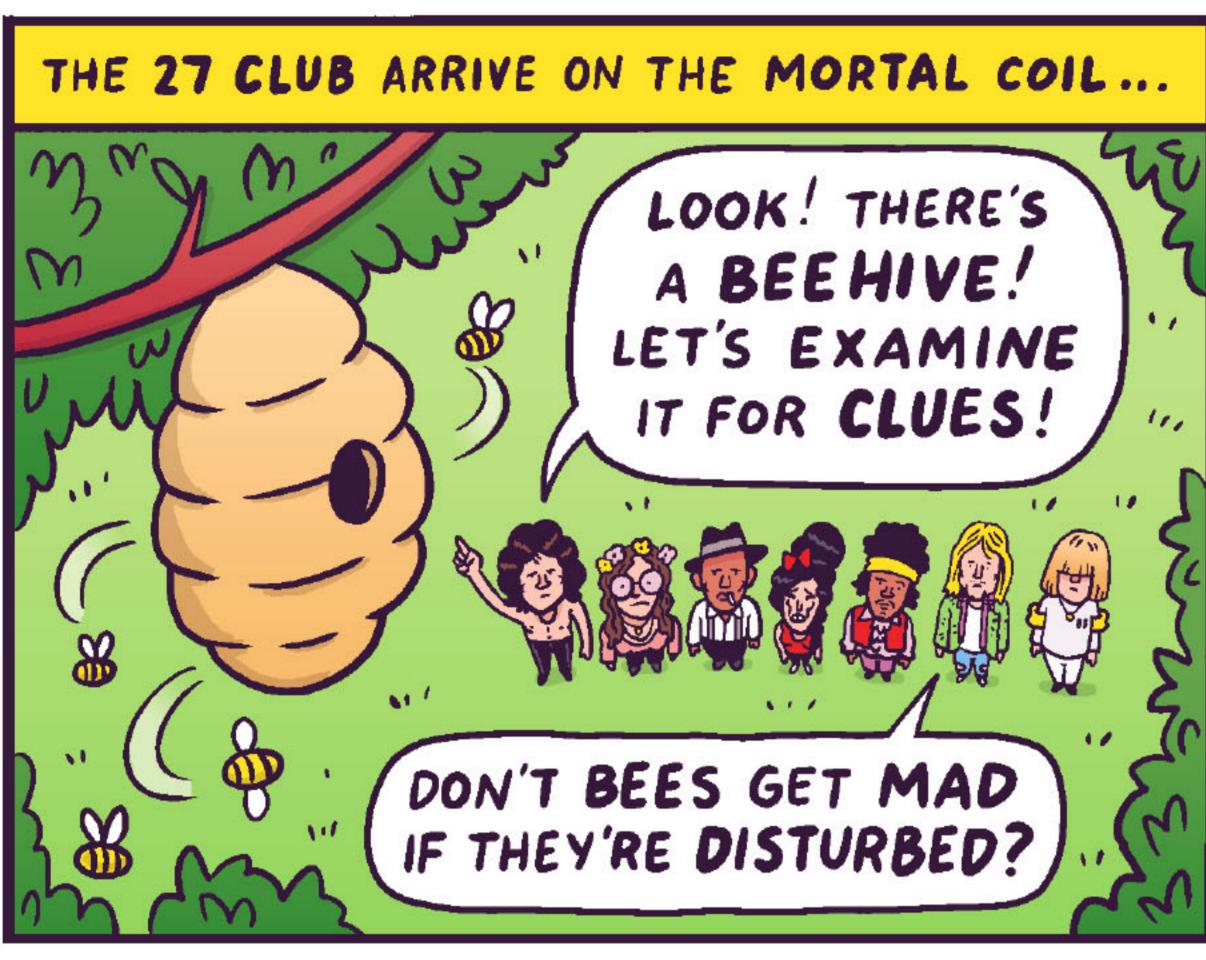




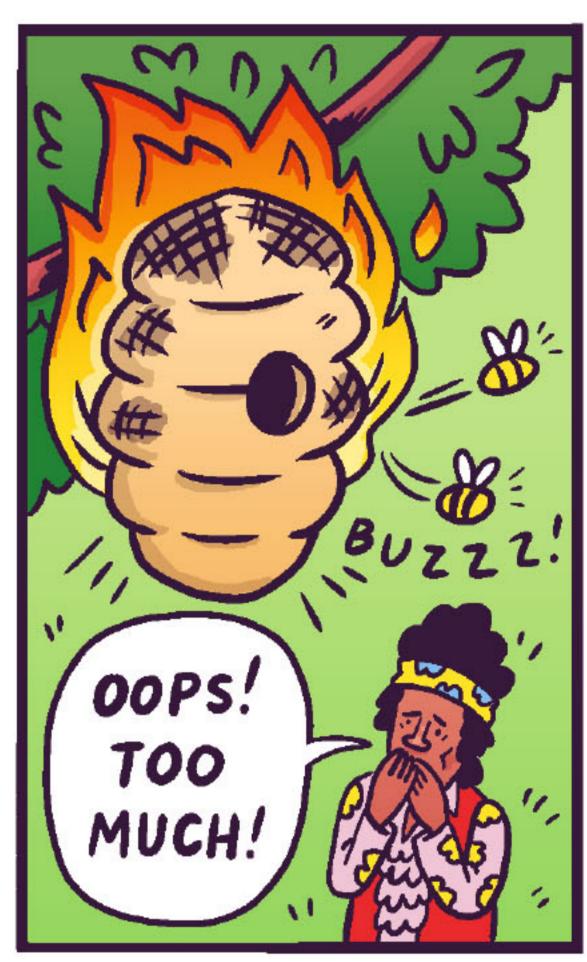


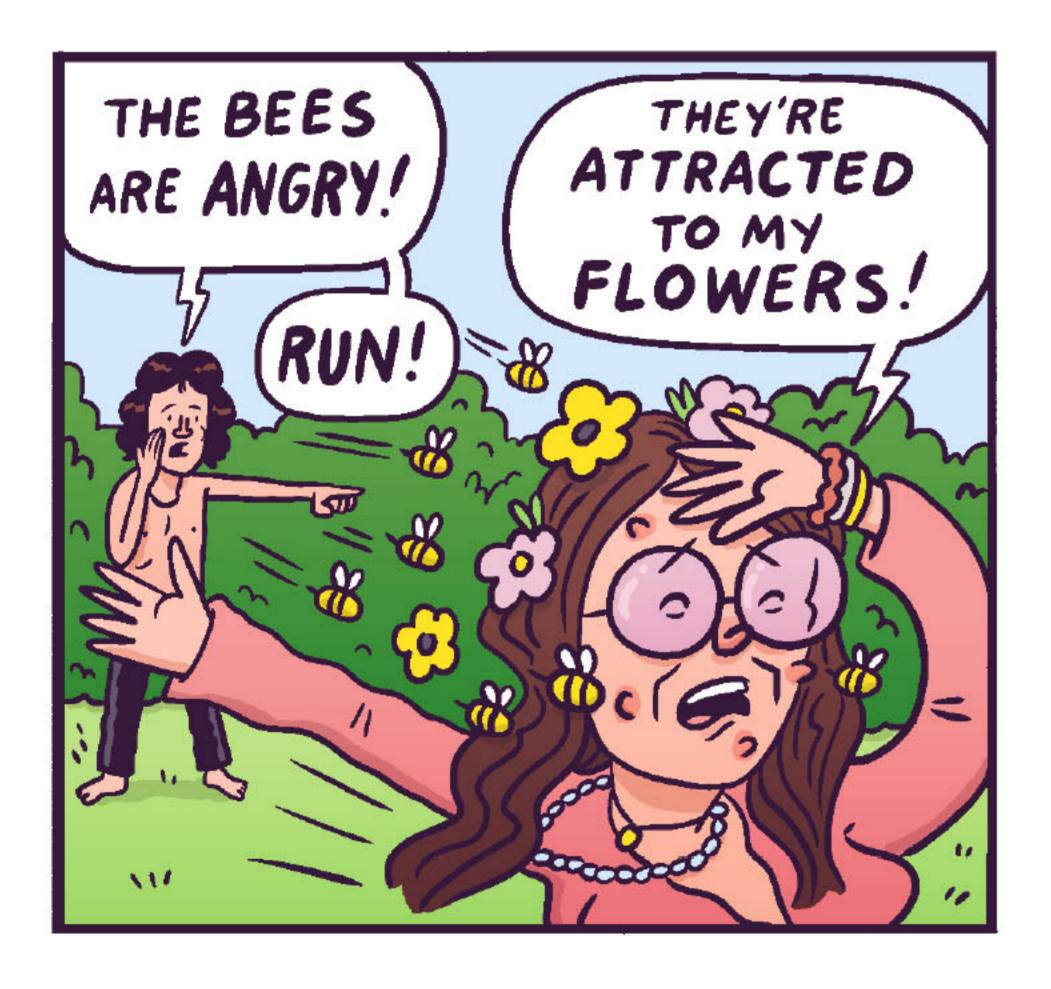




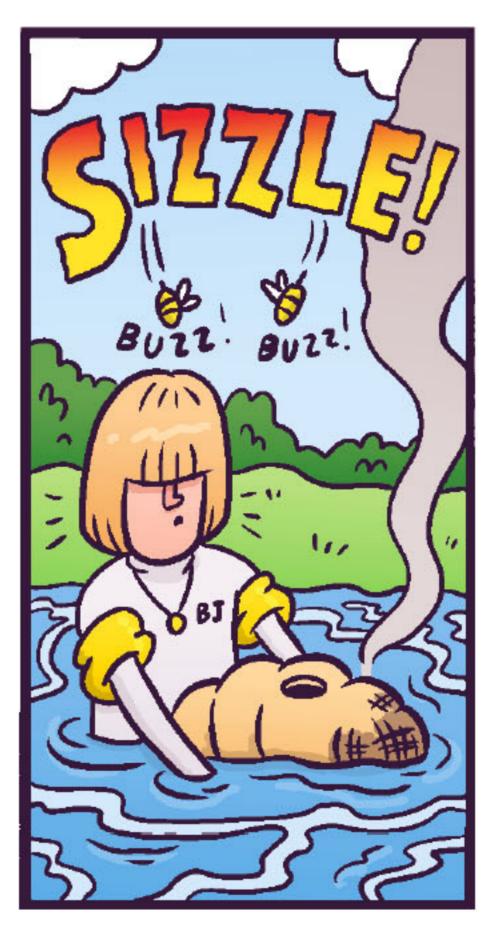


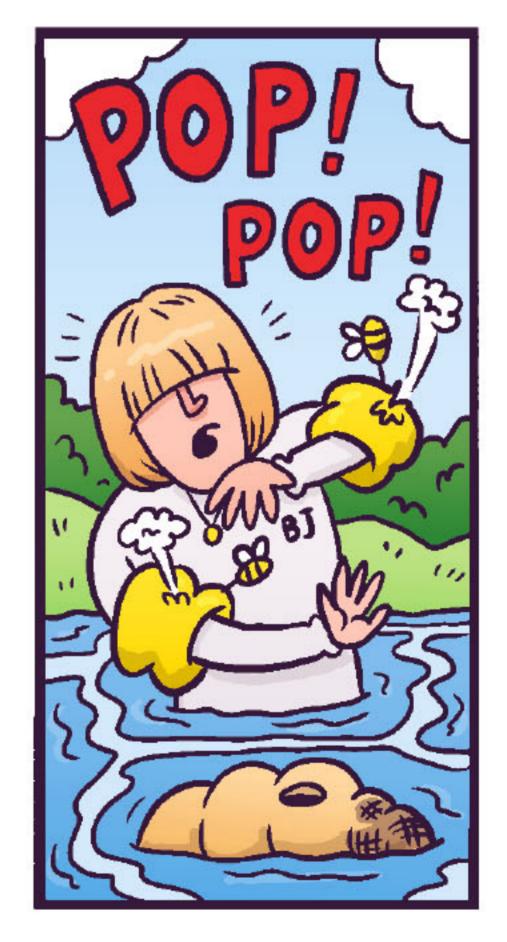








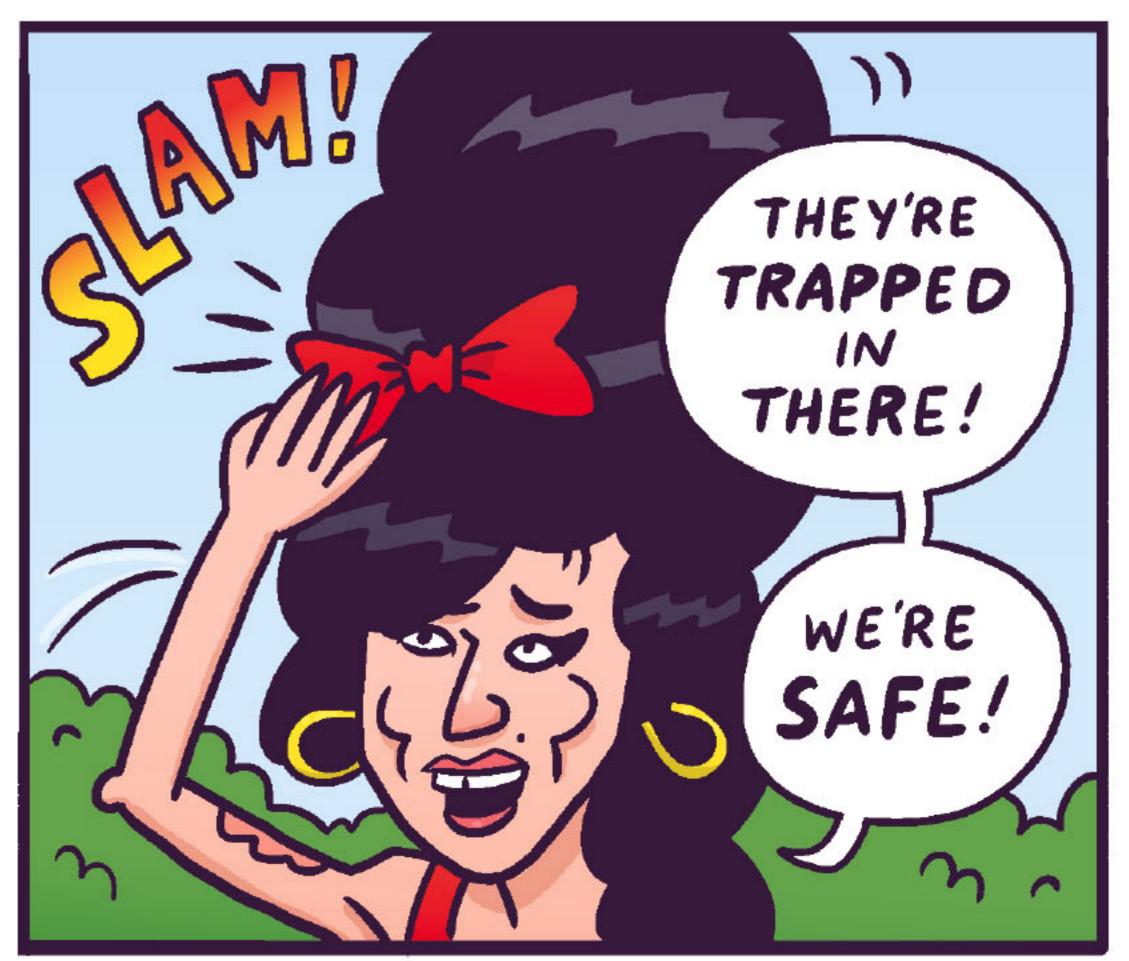


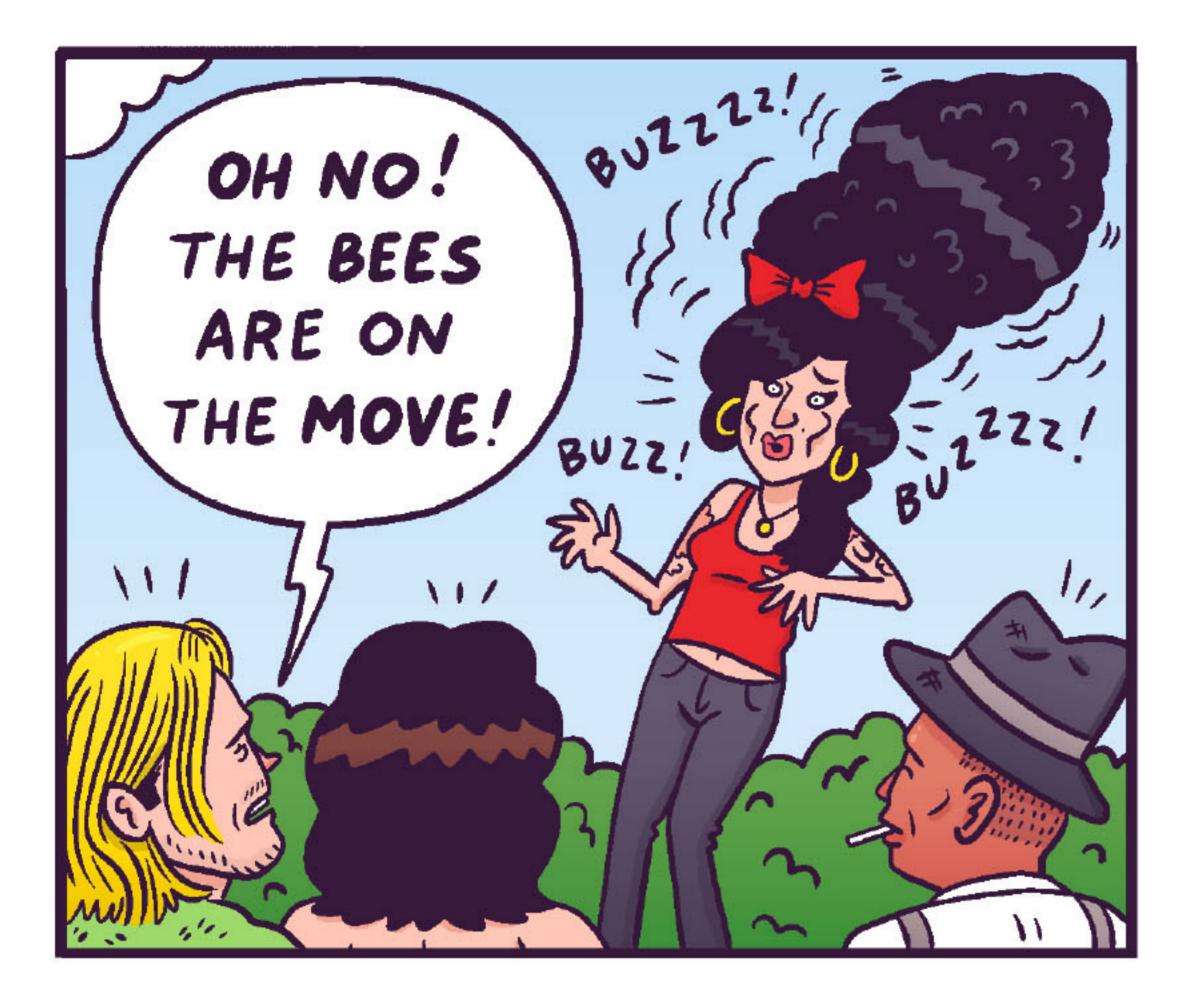


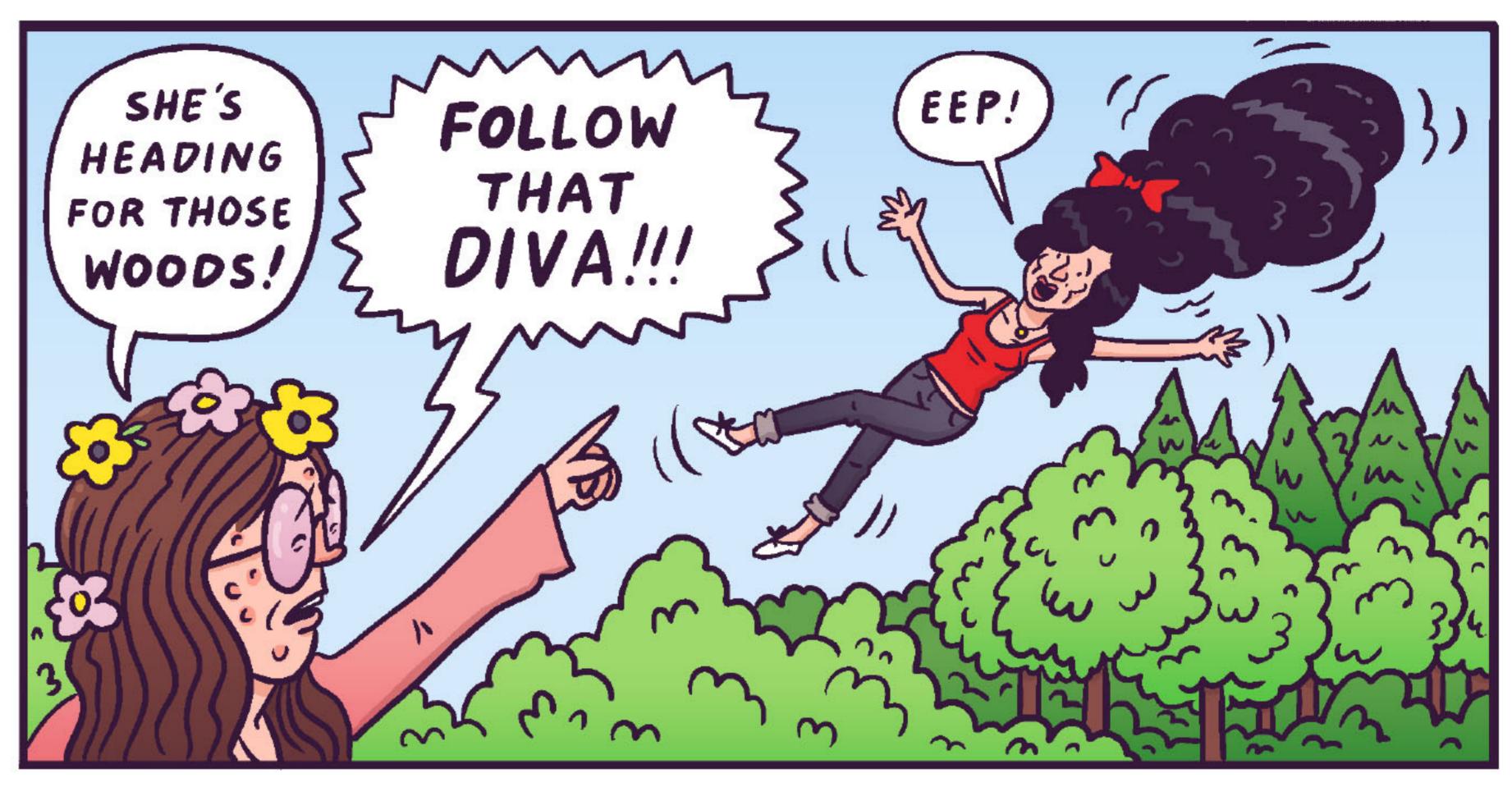


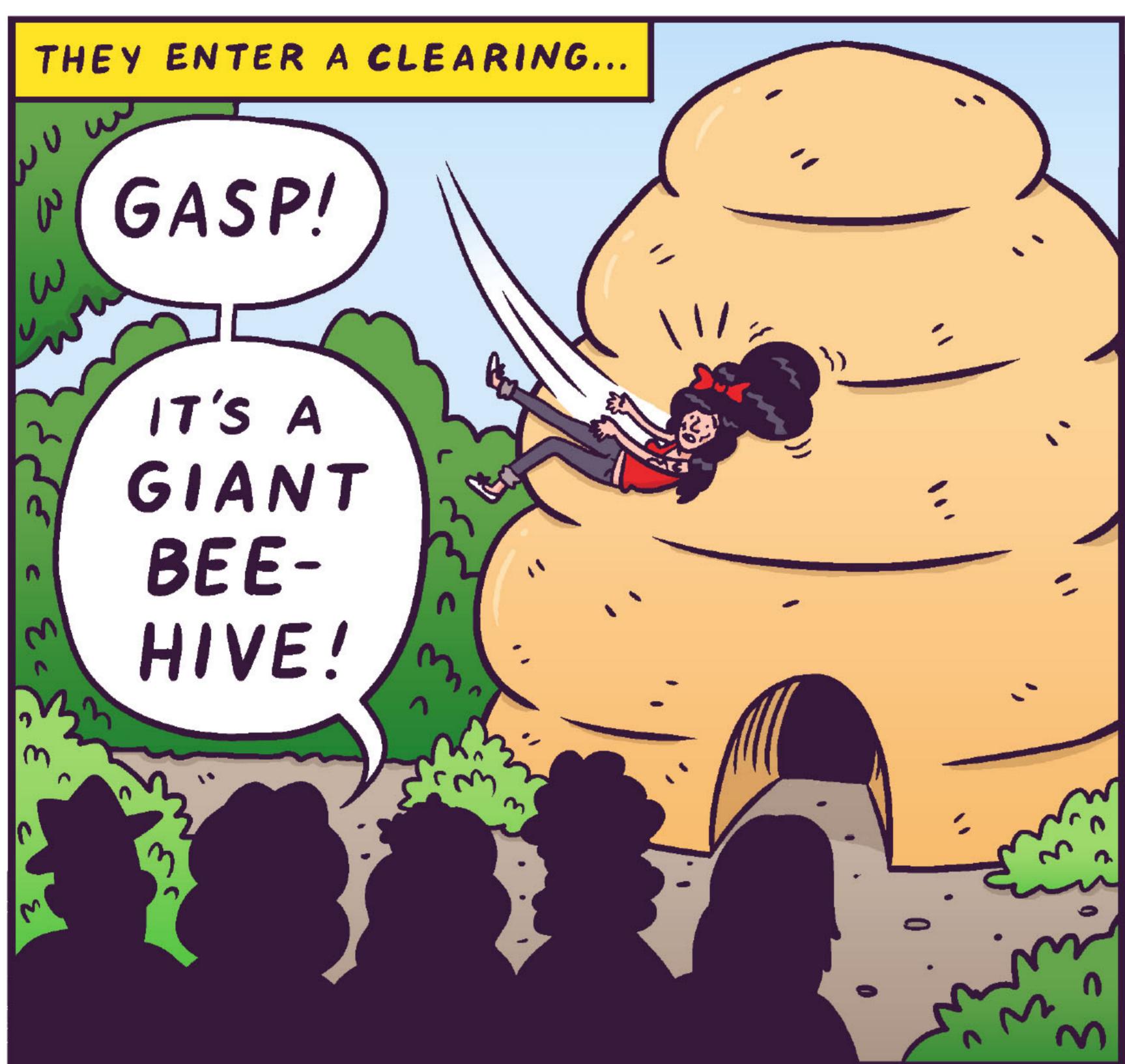




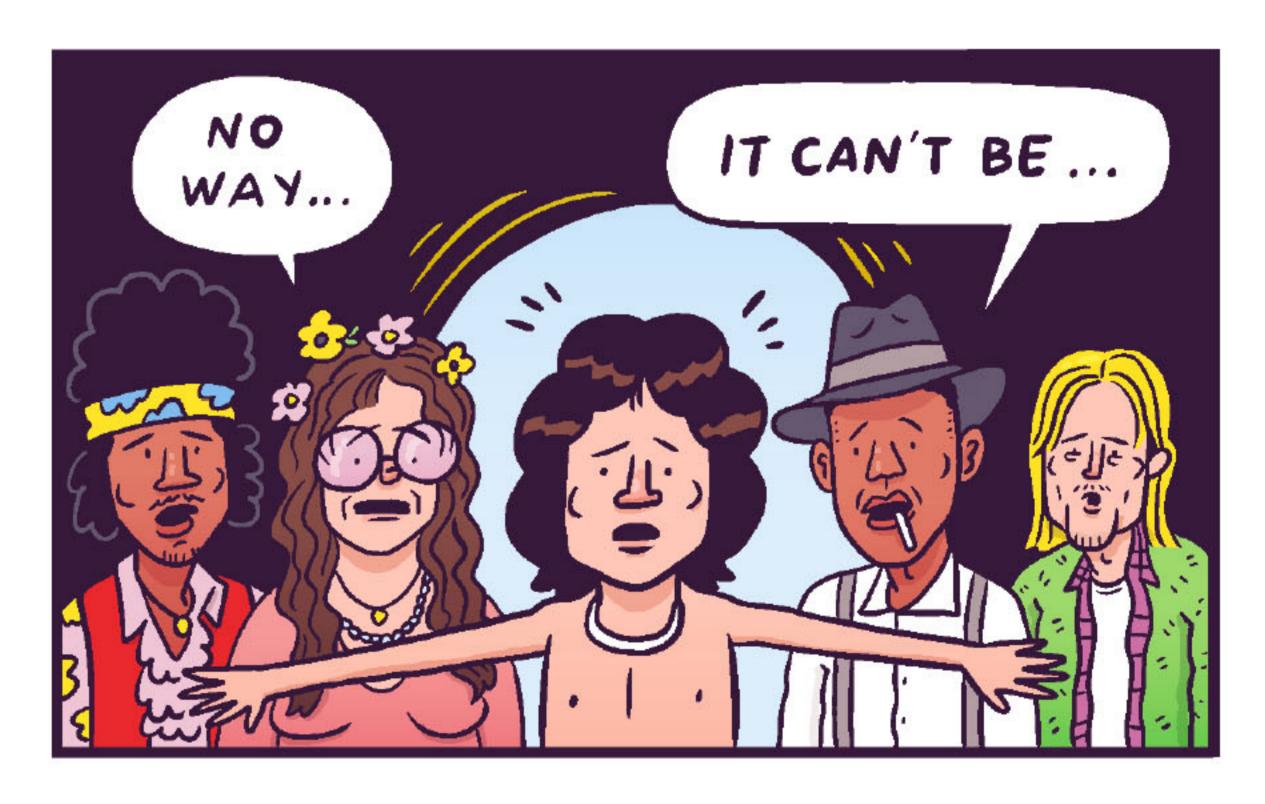


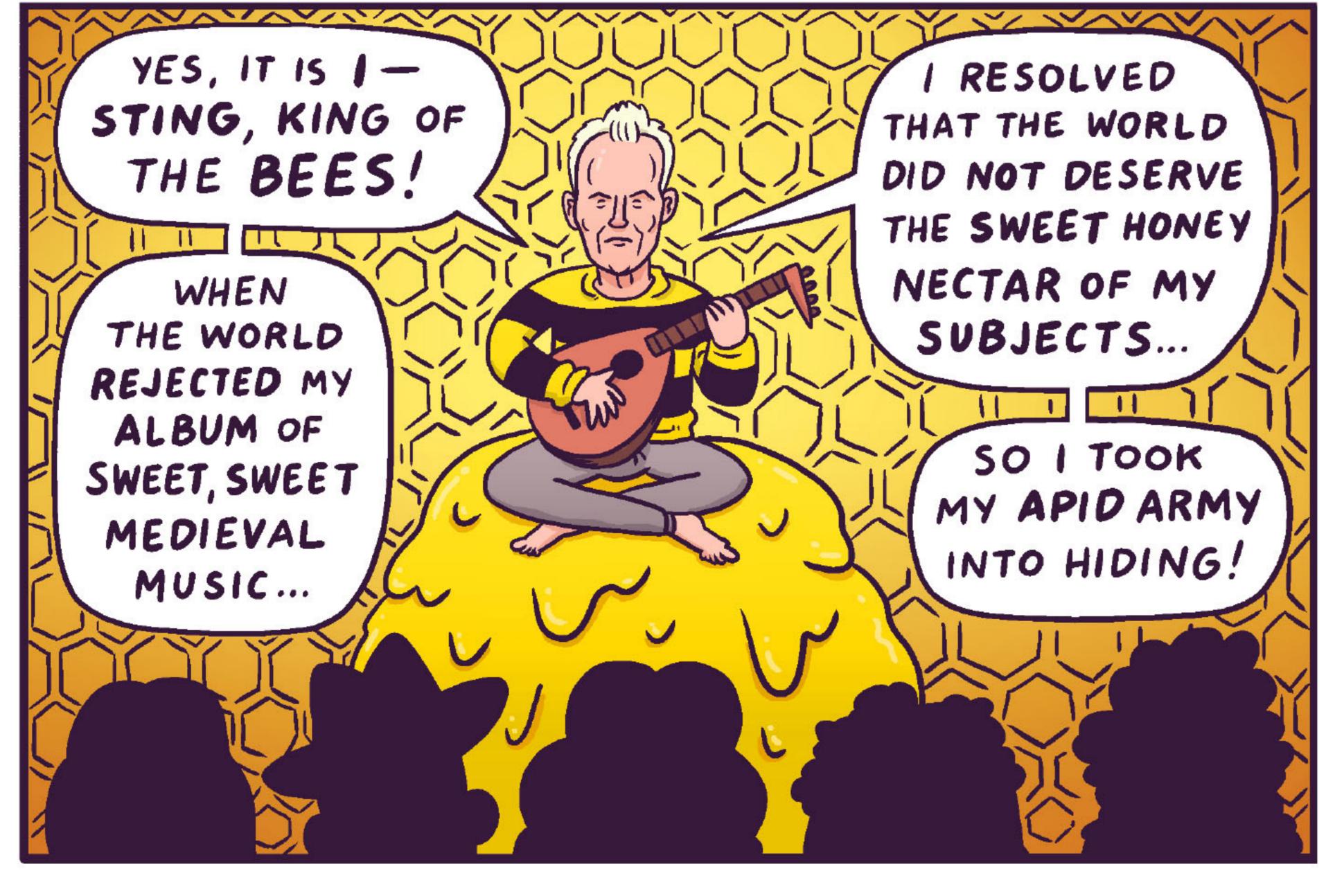


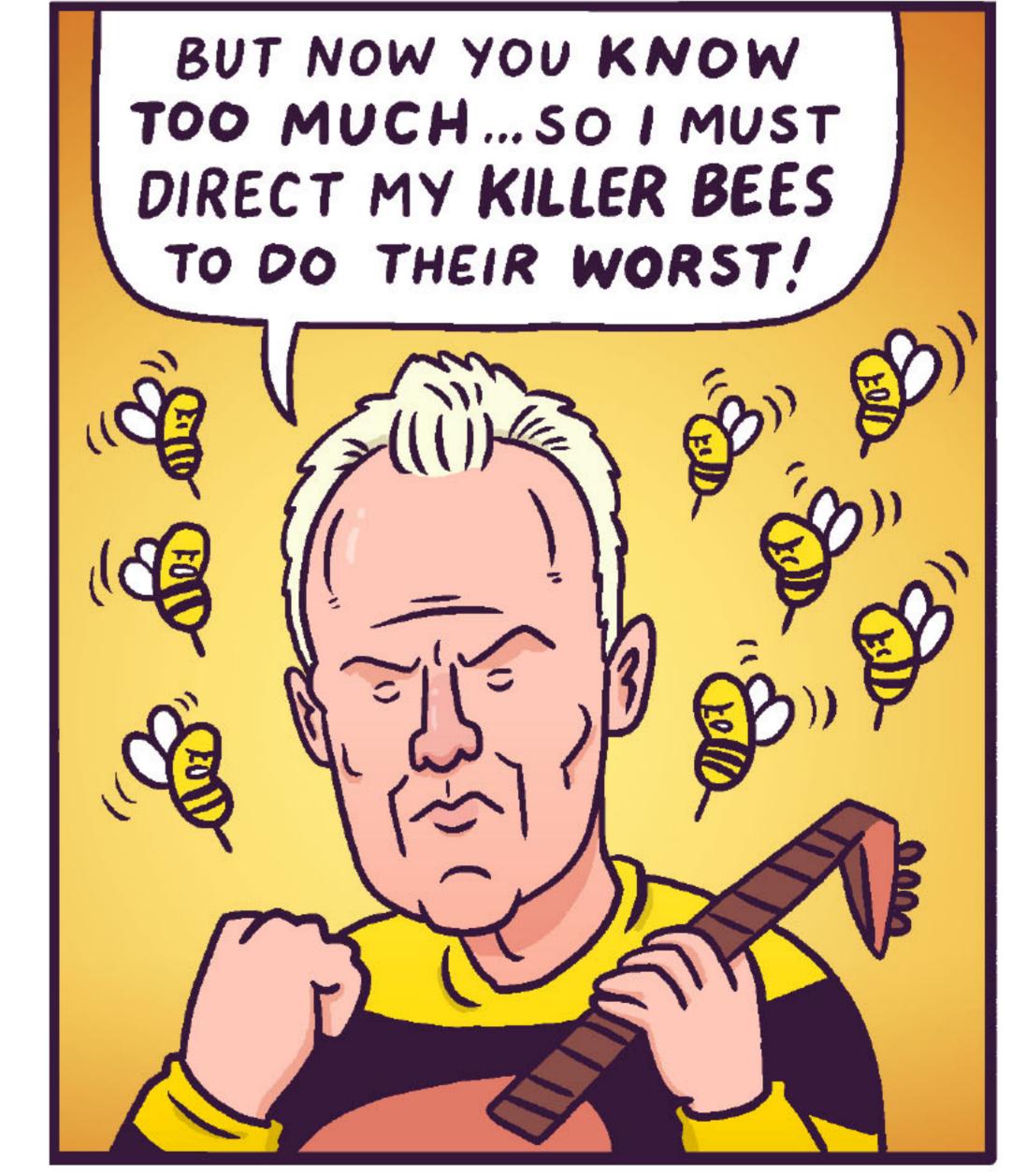


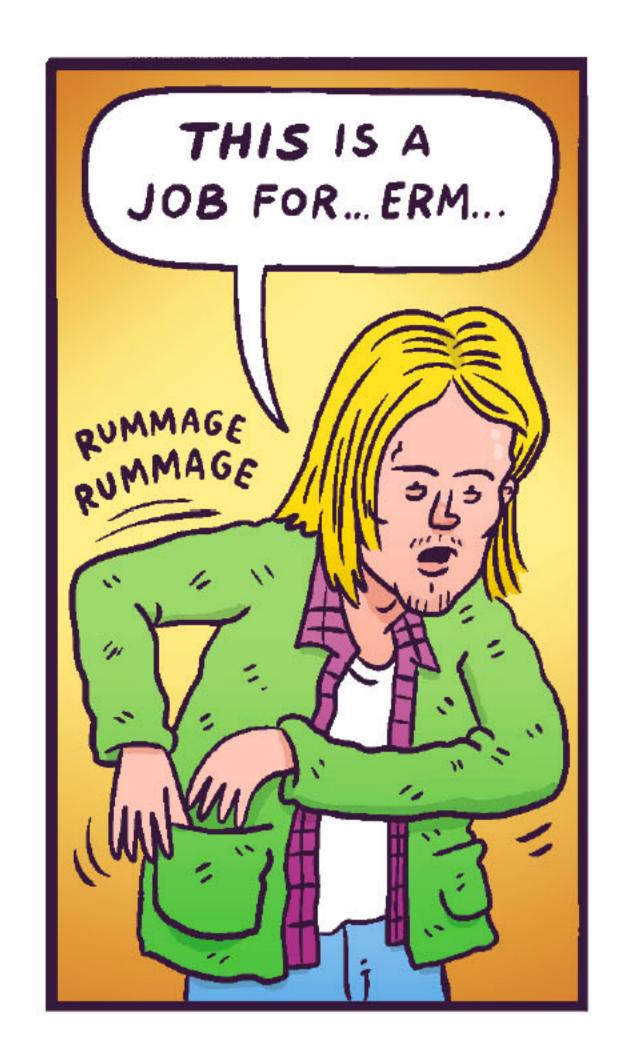






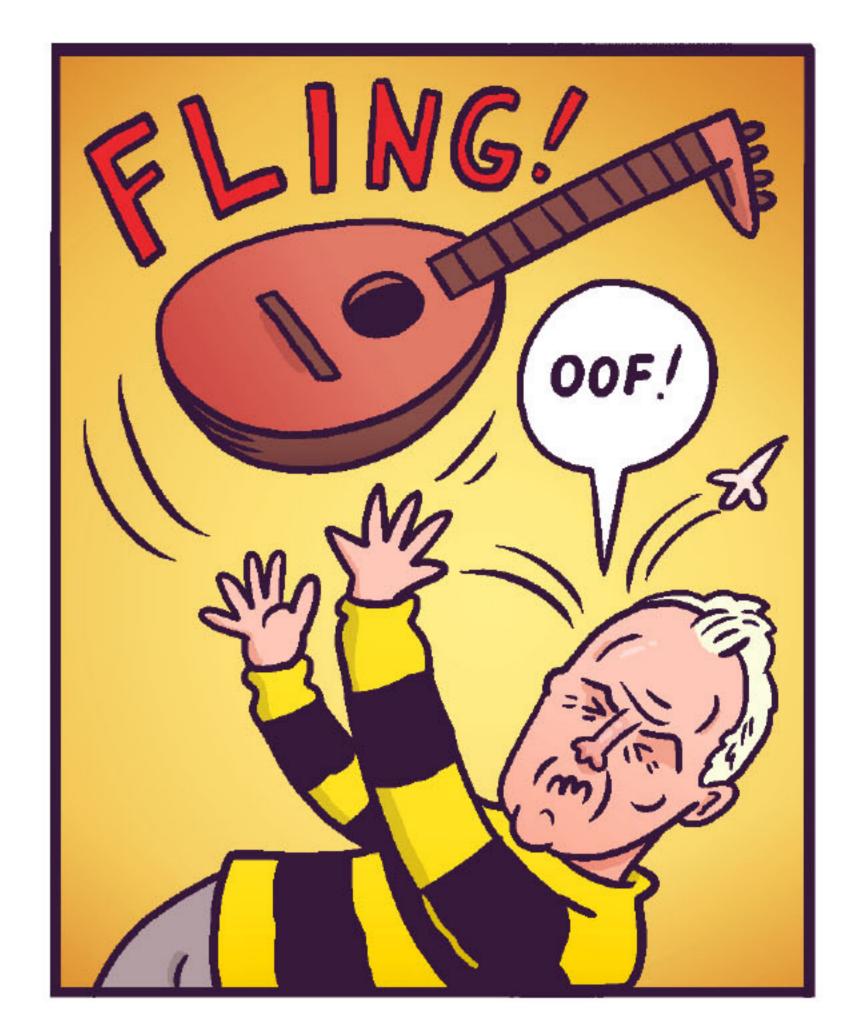


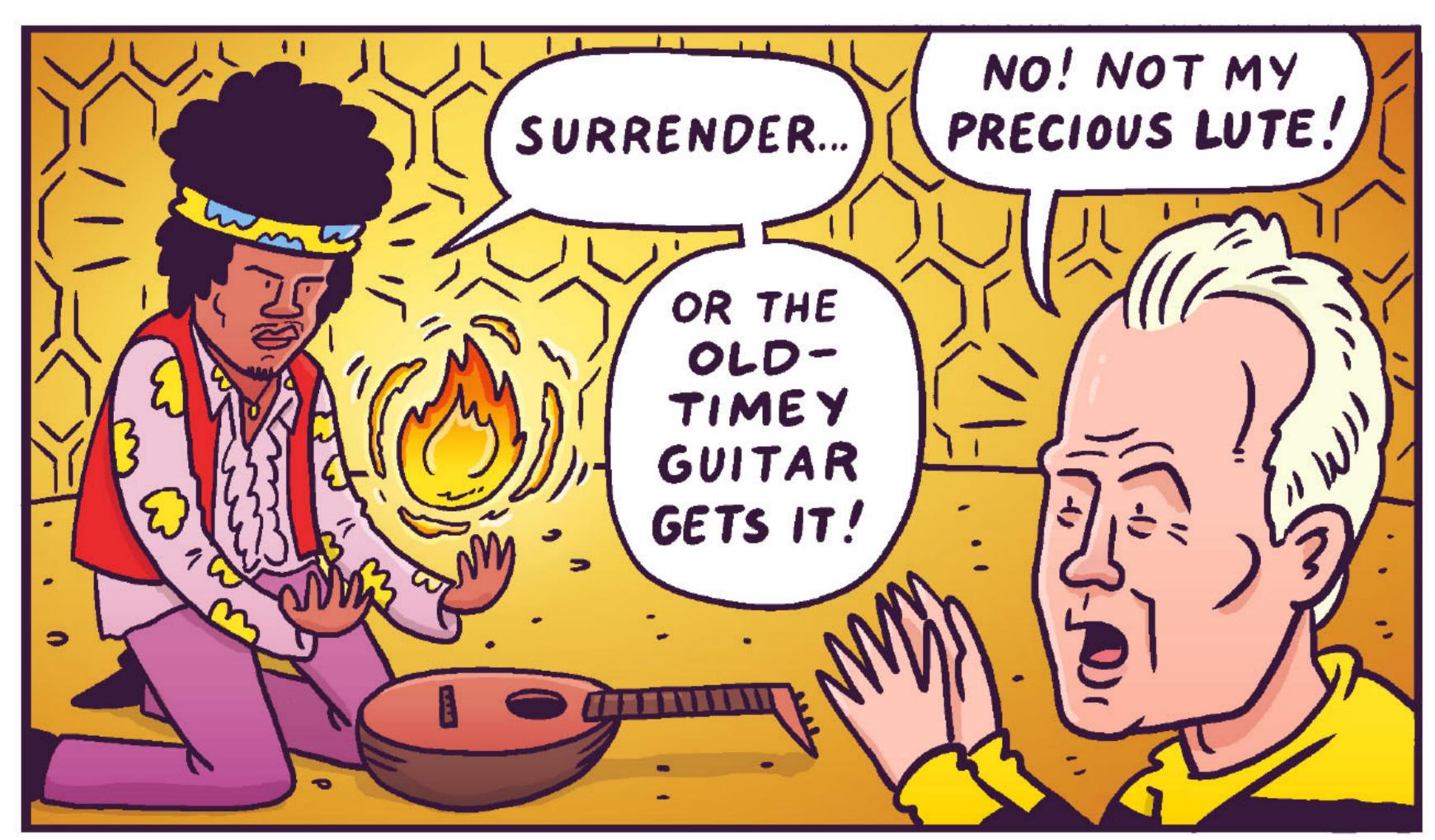


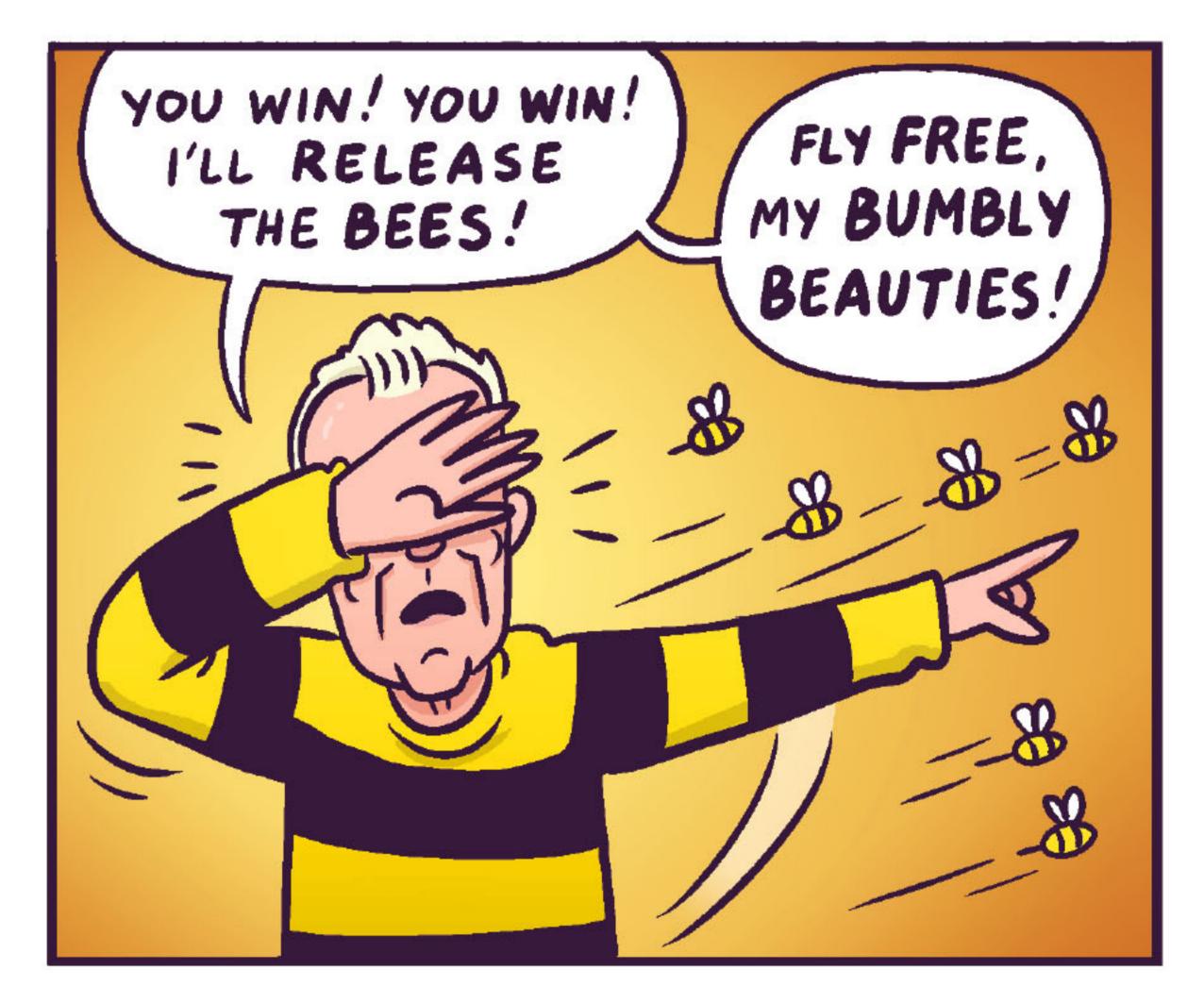


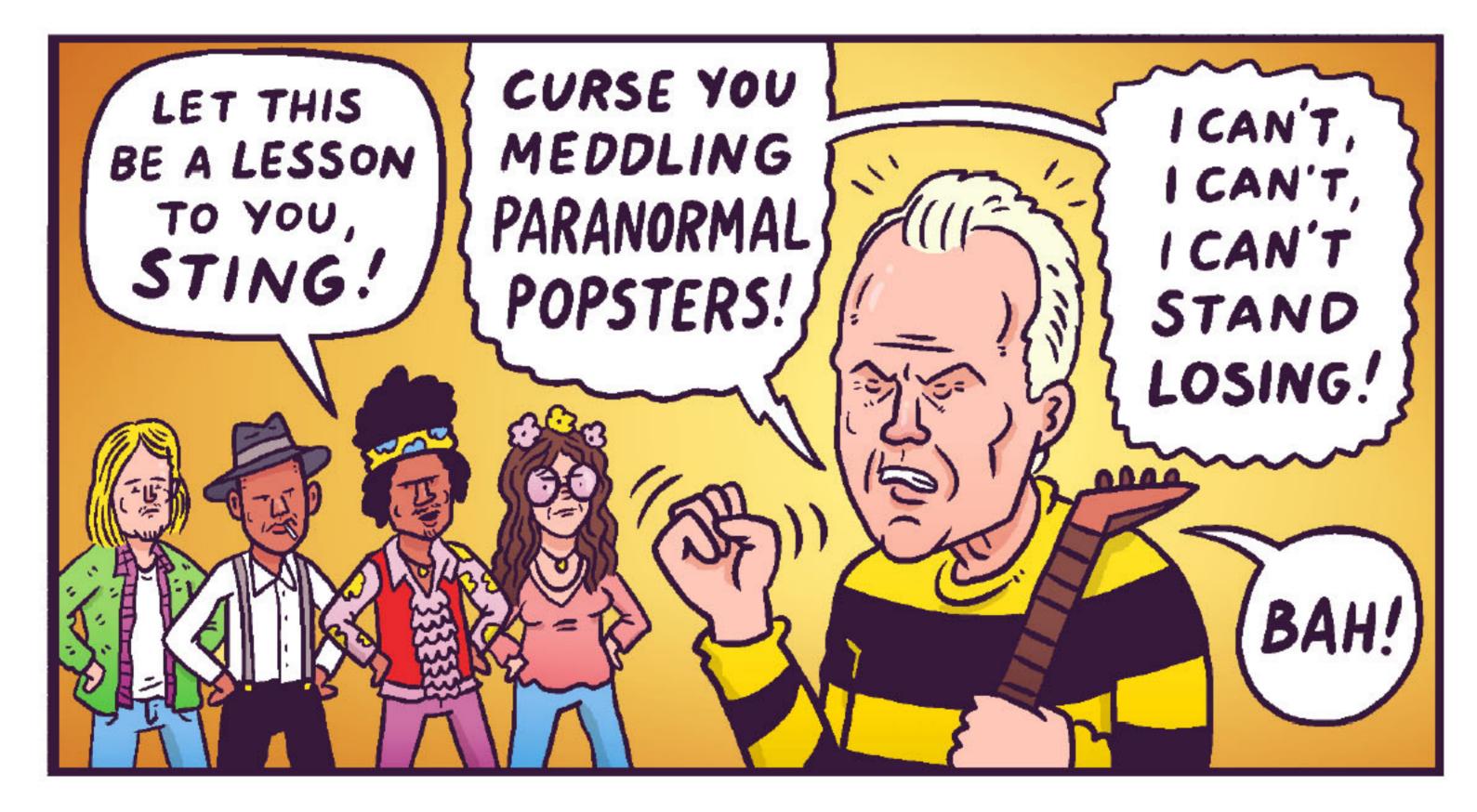


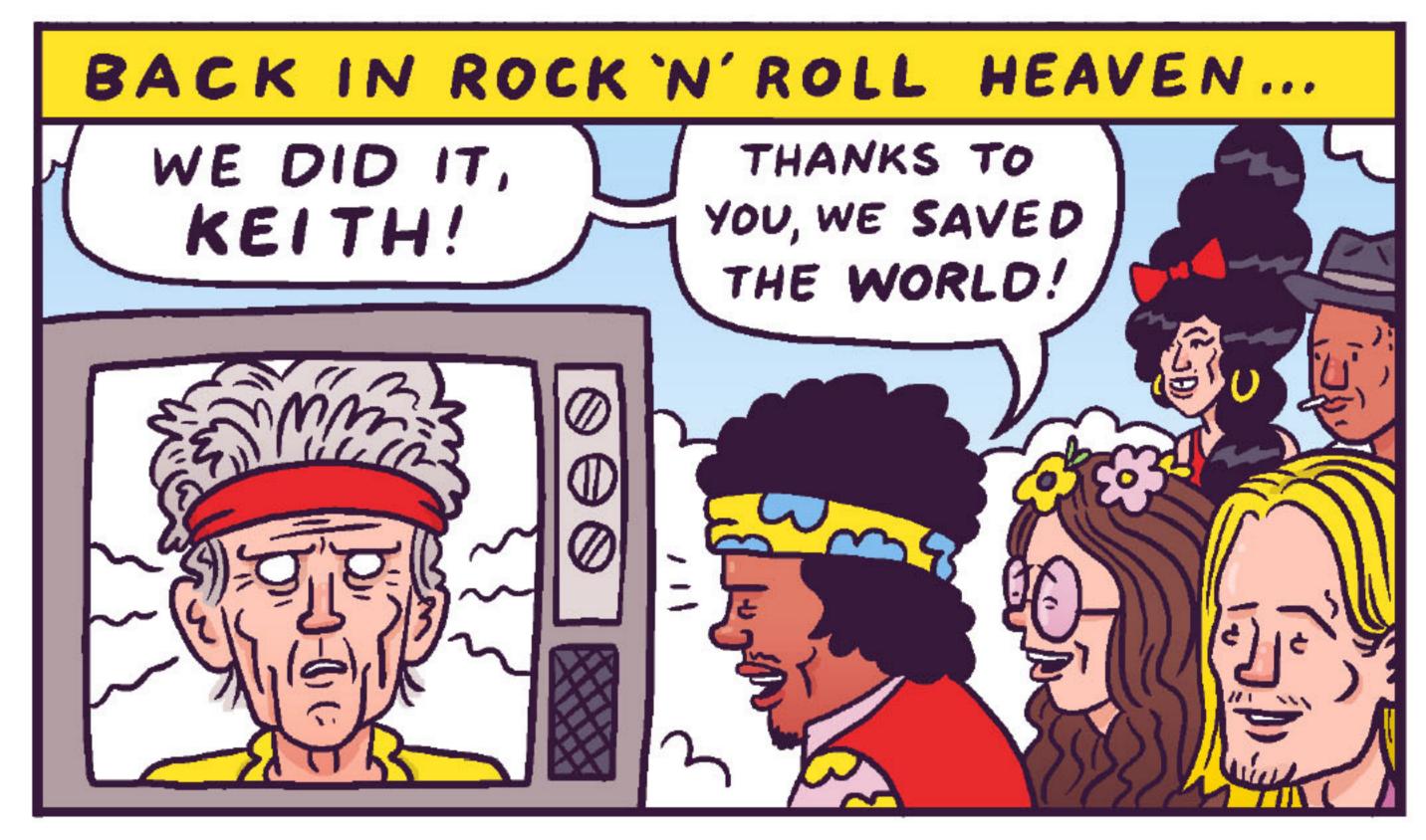




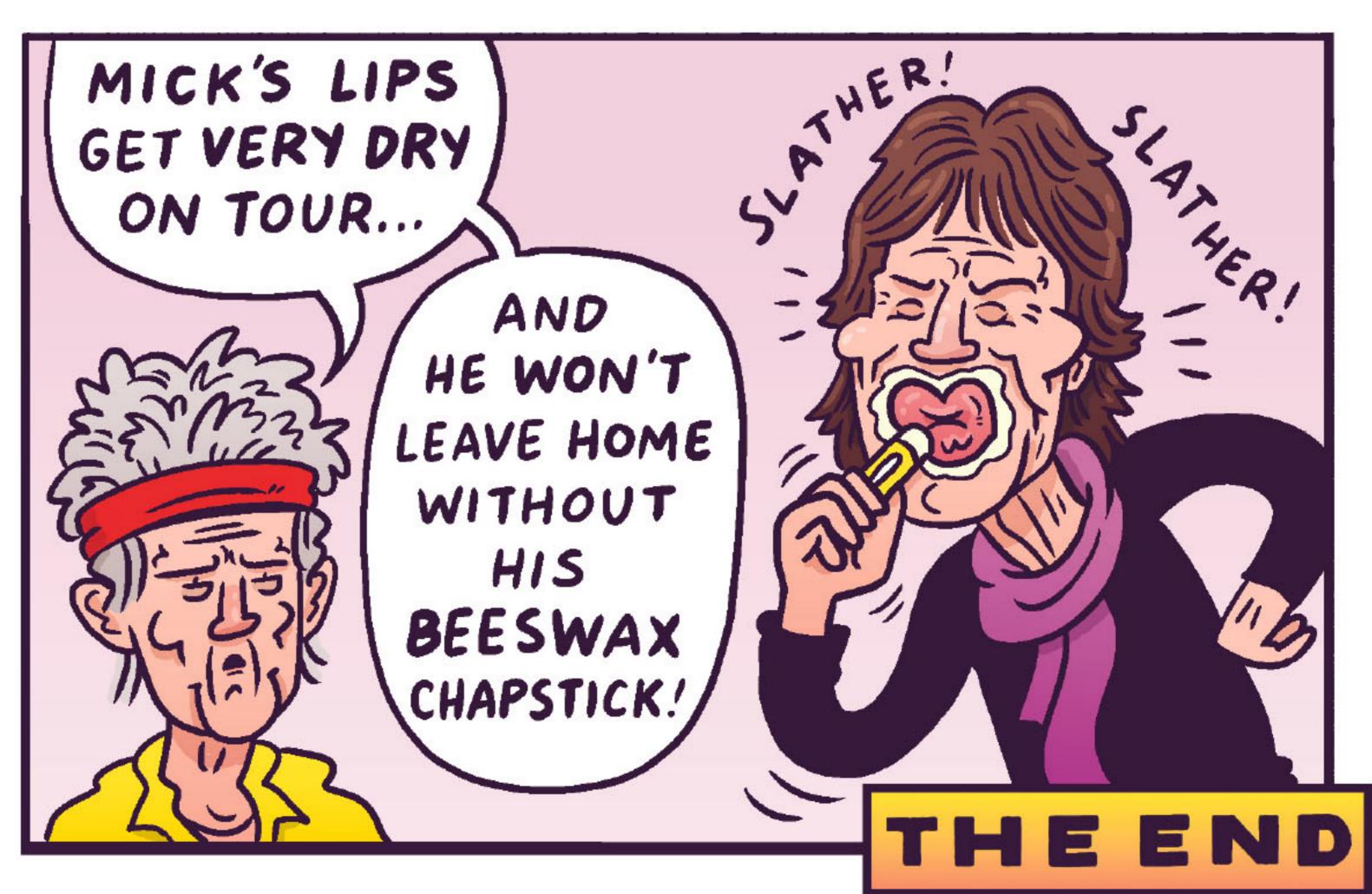




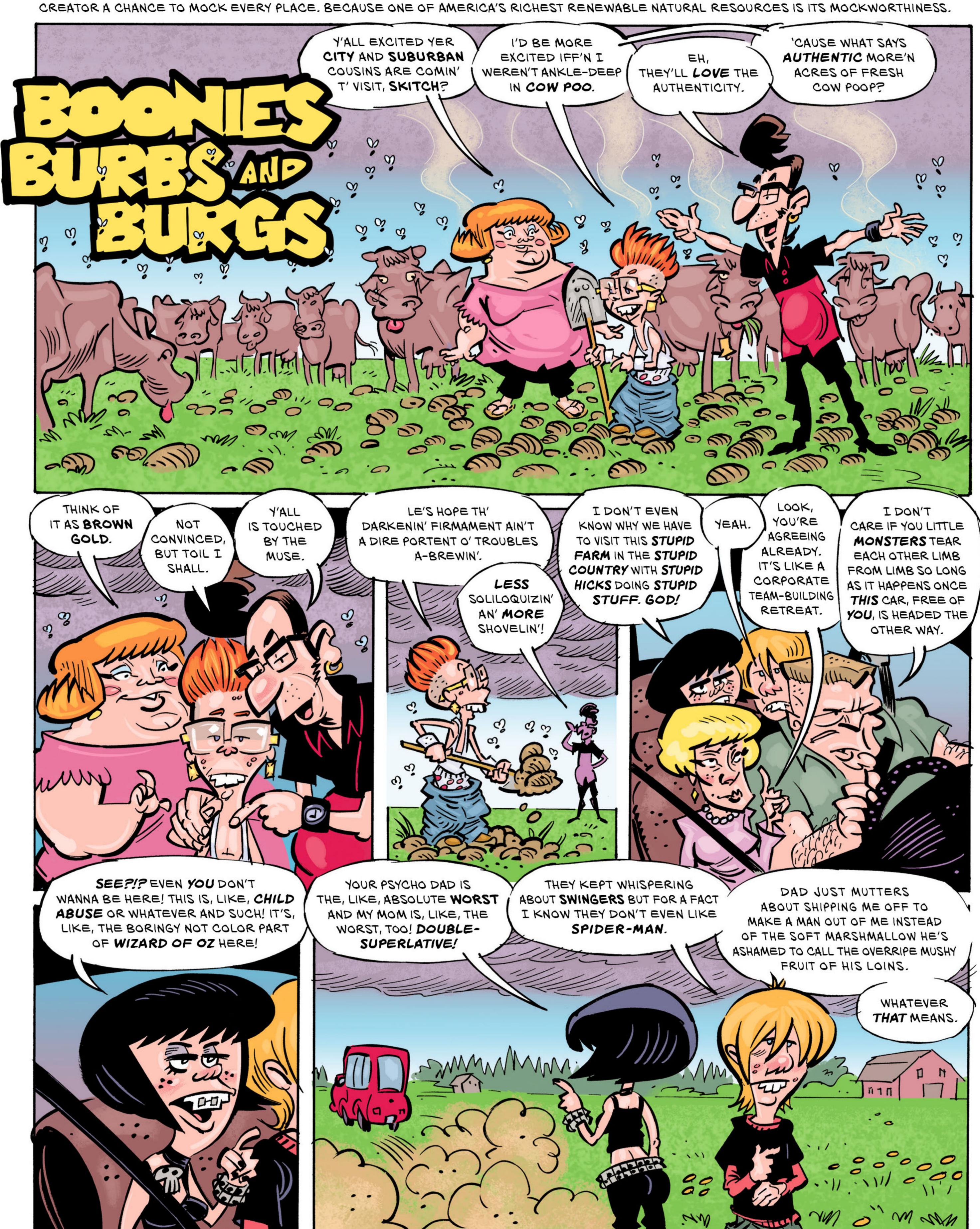


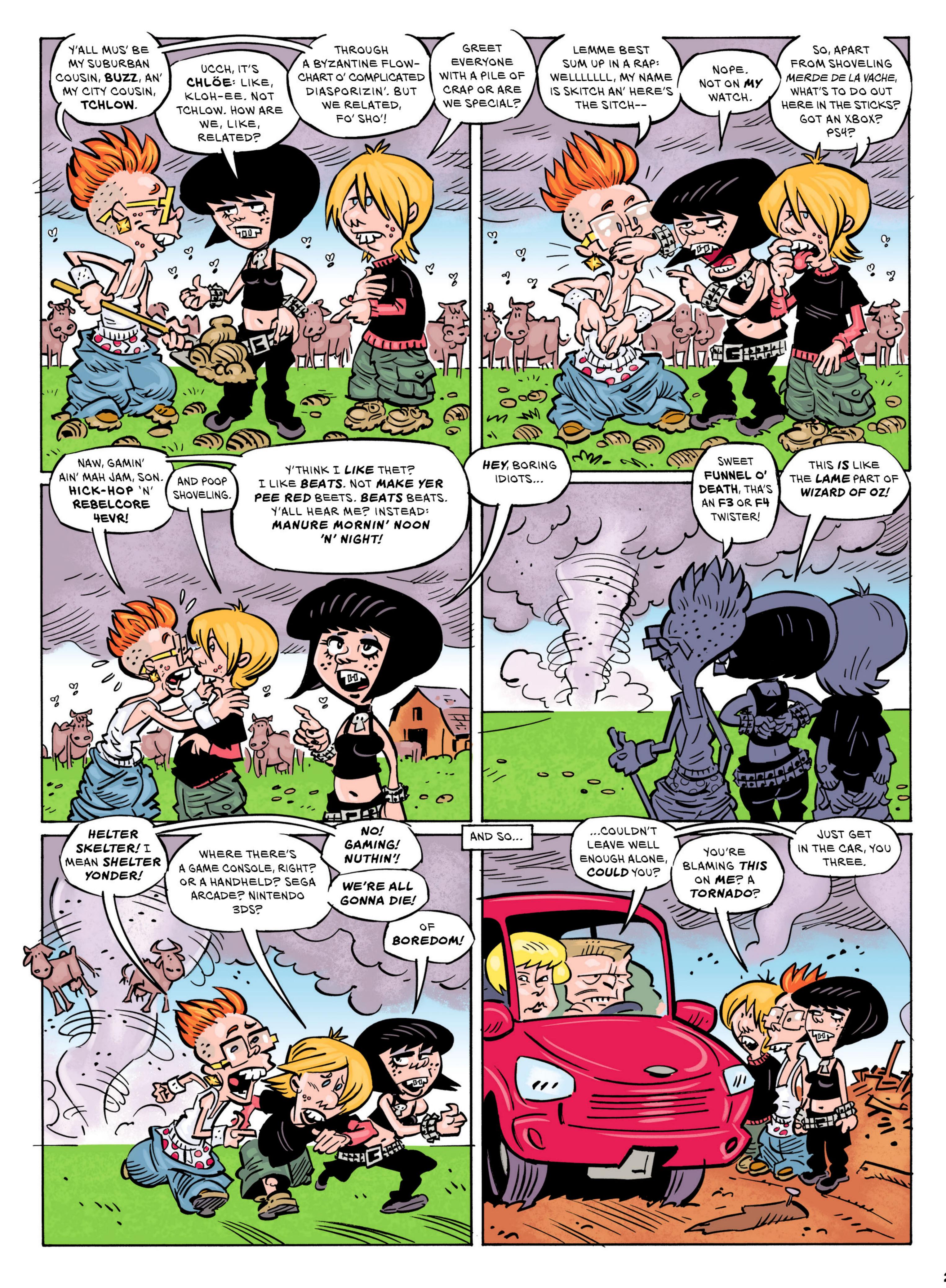


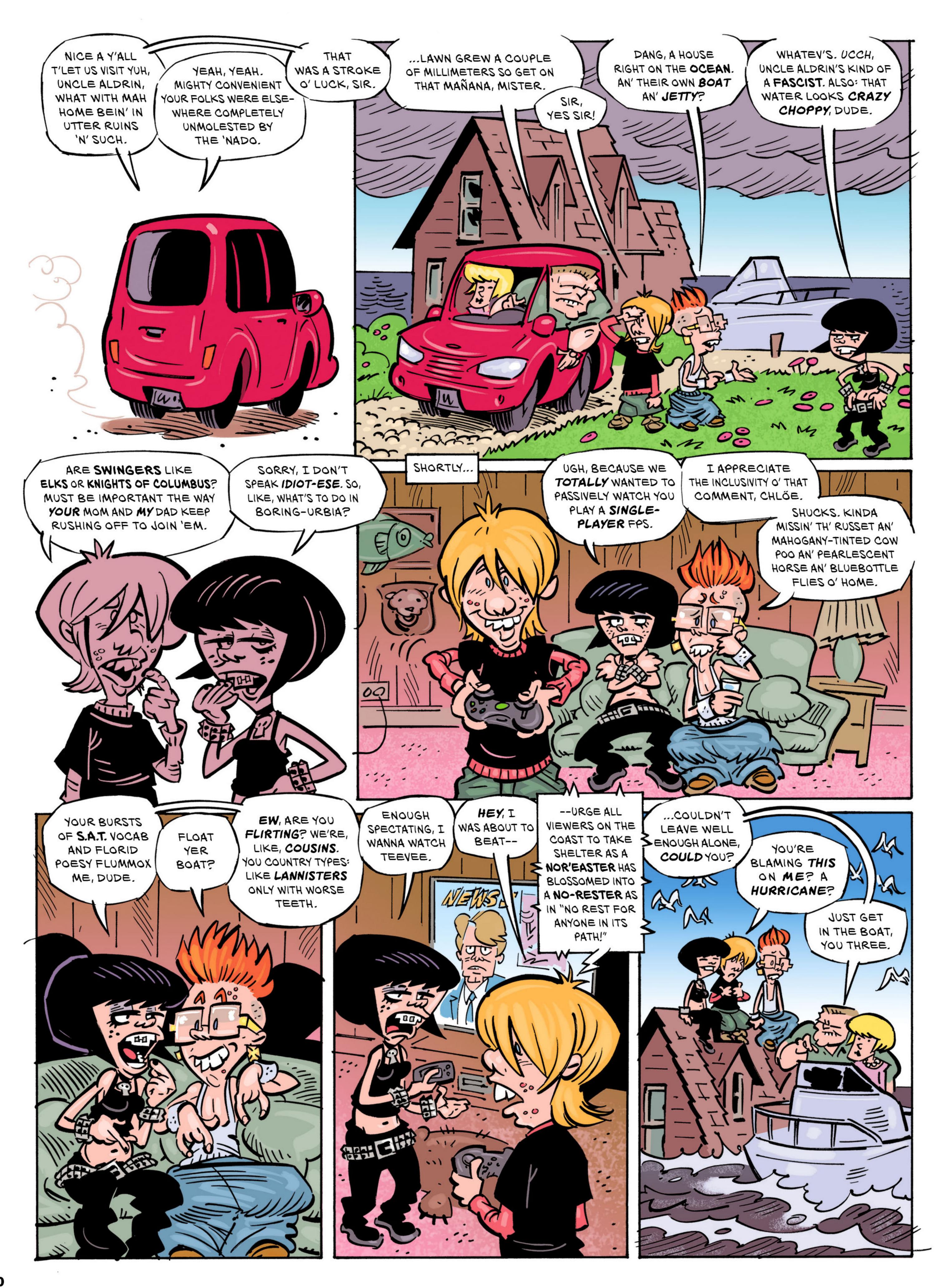


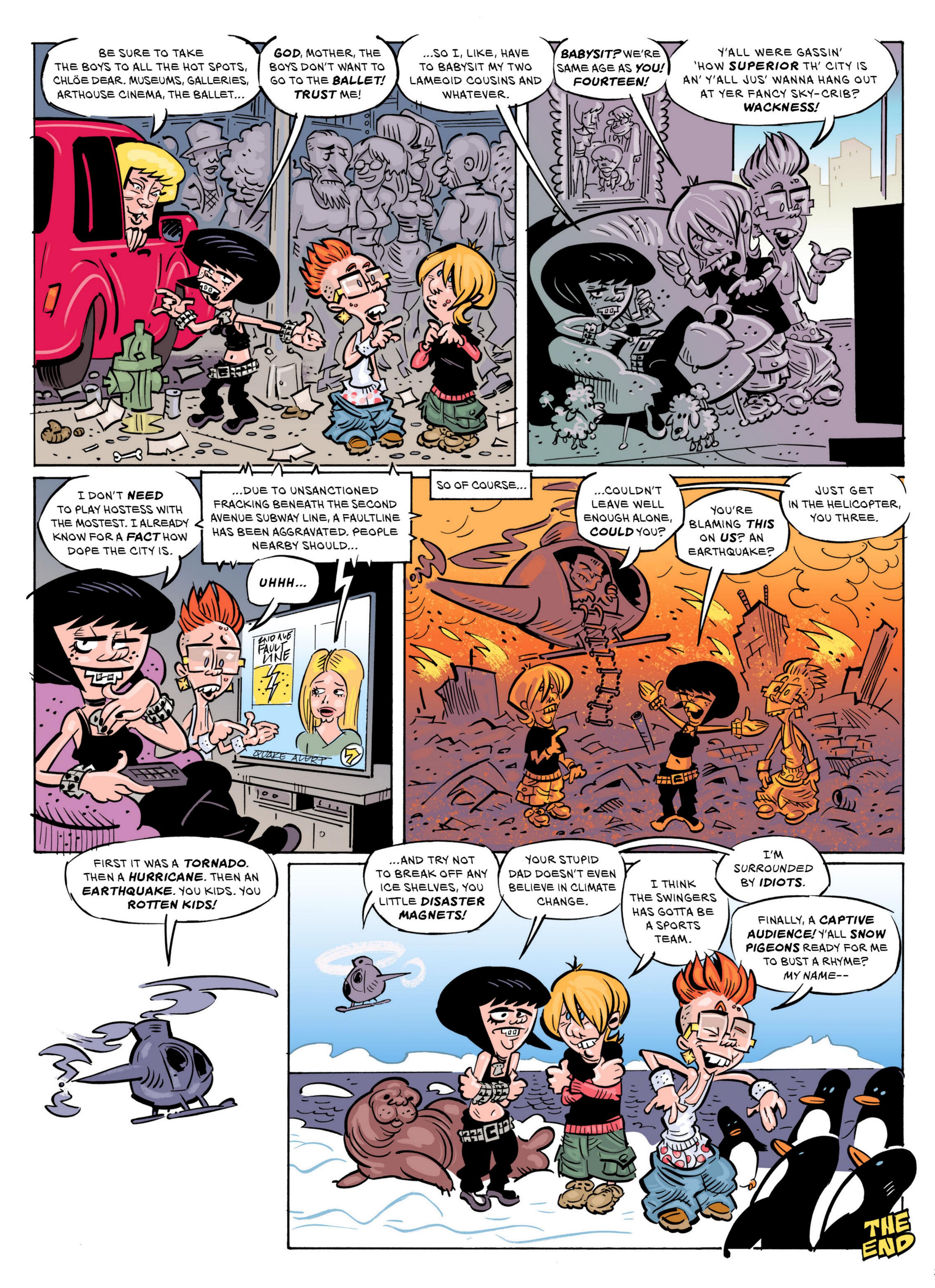


NEW TWIST ON AN OLD WRINKLE DEPARTMENT: KNOW THE FABLE OF THE COUNTRY MOUSE AND THE CITY MOUSE? NO? JEEZ, WHAT ARE THEY TEACHING YOU KIDS? SO THERE'S A COUNTRY MOUSE AND A CITY MOUSE, AND EACH VISITS THE OTHER AND GETS TO BE A FISH OUT OF WATER. EVEN THOUGH THEY'RE MICE. BUT HERE'S THE NEW TWIST, PLUS ONE: CITY, COUNTRY, AND SUBURBAN COUSINS. ONLY HUMAN. AND THEY VISIT EACH OTHER, GIVING THE CREATOR A CHANCE TO MOCK EVERY PLACE. BECAUSE ONE OF AMERICA'S RICHEST RENEWABLE NATURAL RESOURCES IS ITS MOCKWORTHINESS.



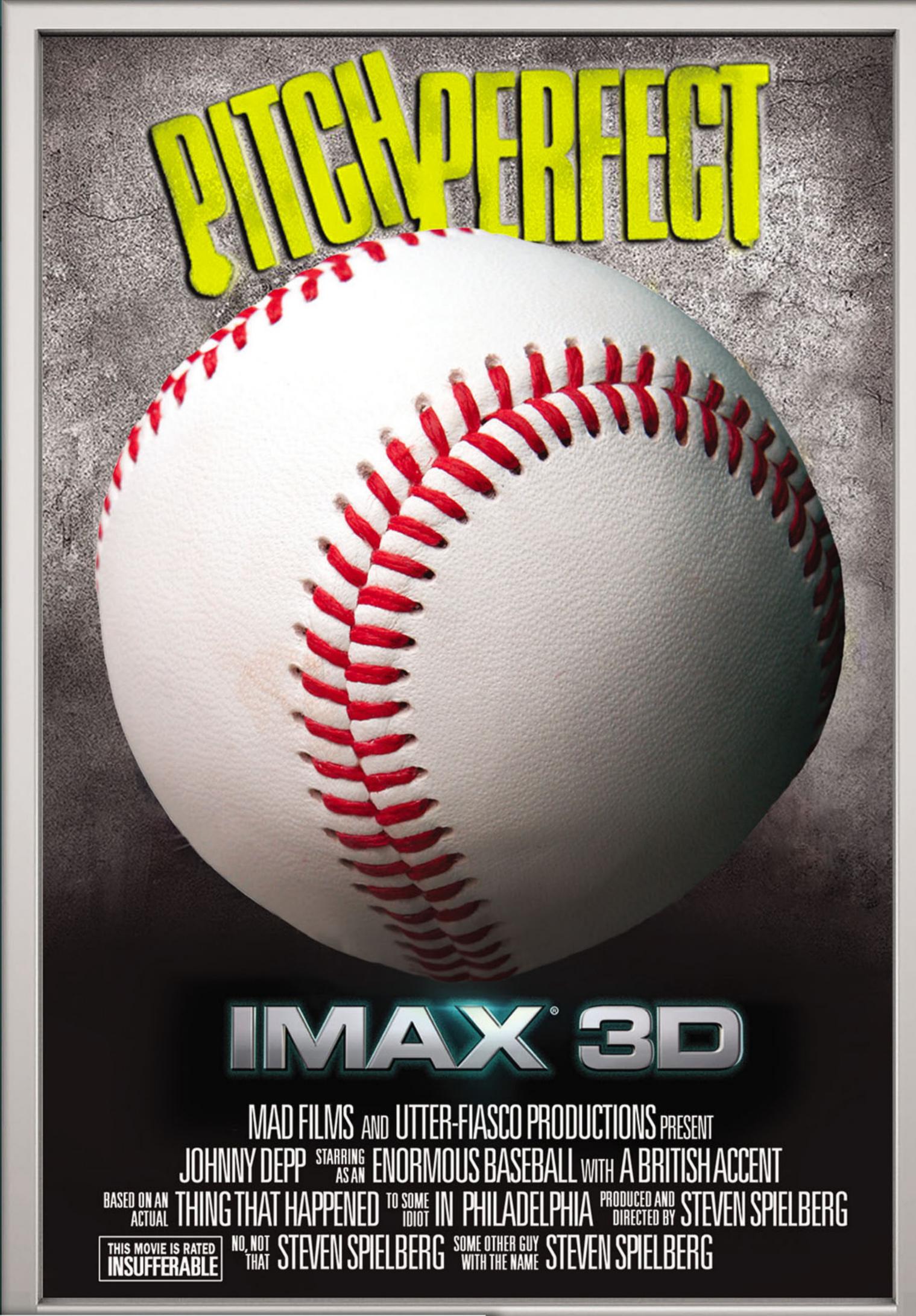




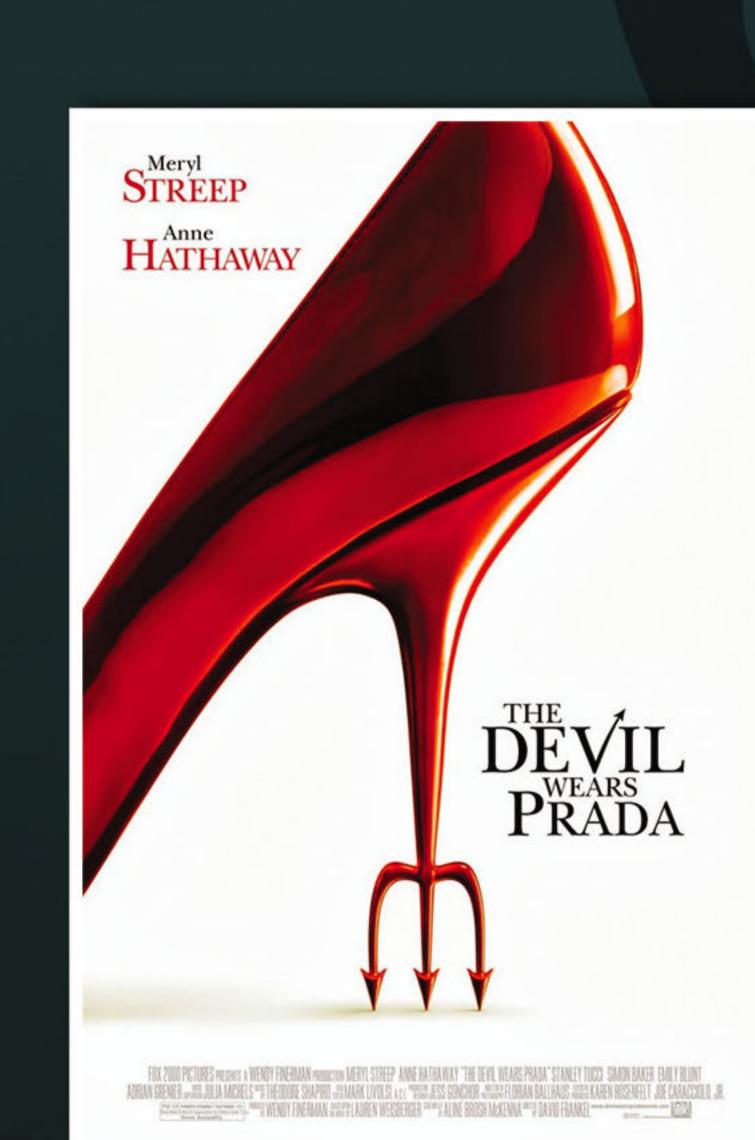


#### BROS WILL BE BROS DEPT.

The 18-to-25-year-old male: No demographic is considered higher in dollar value yet held in lower esteem. So movie marketers make every attempt to find something within a flick (or often something not in it) that can be packaged and sold to these dipsticks—uh, young men. With this in mind, we give you a sneak preview of...





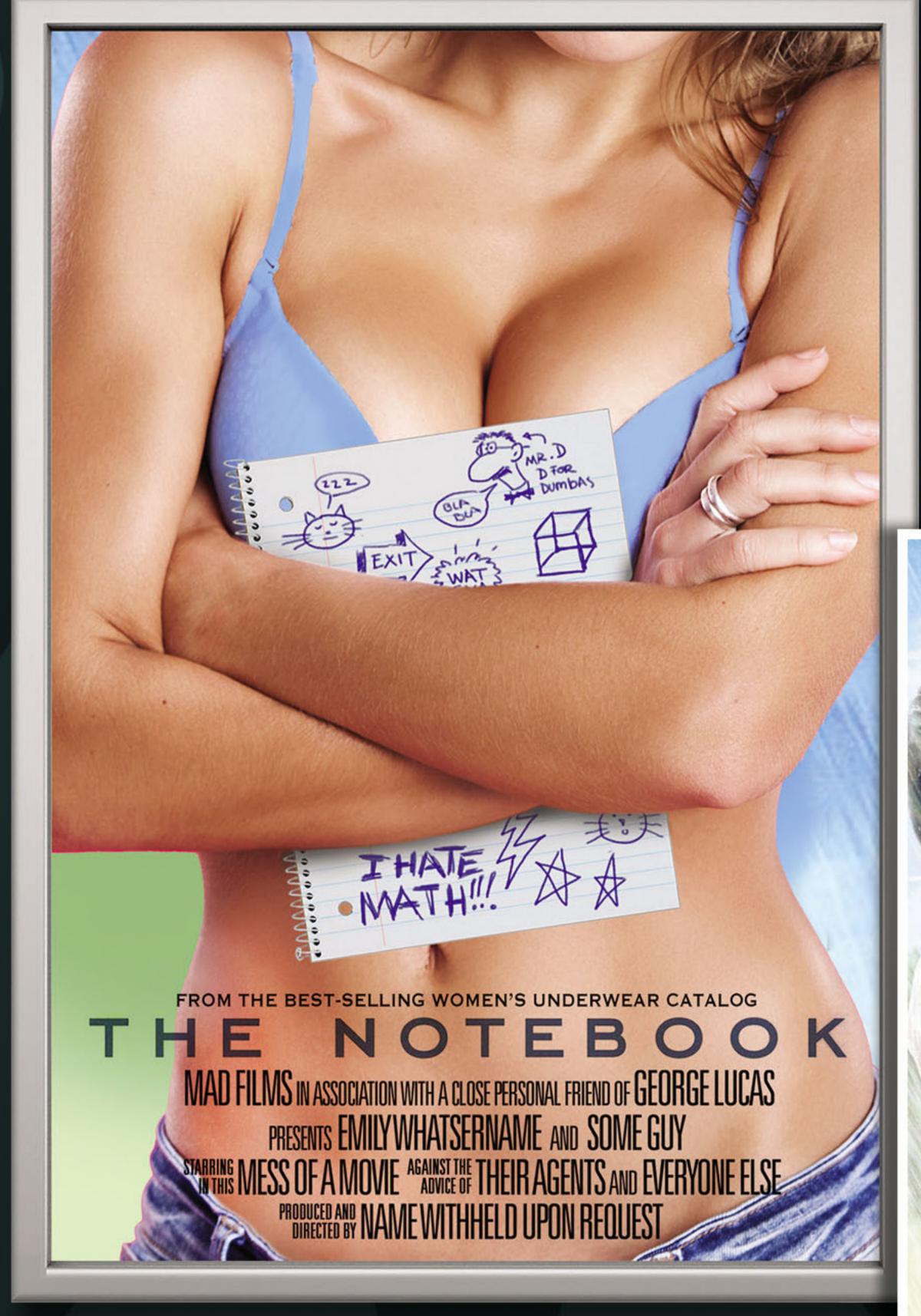


## MAD'S MOVIE

MARKETING — THE DUDE DEMOGRAPHIC

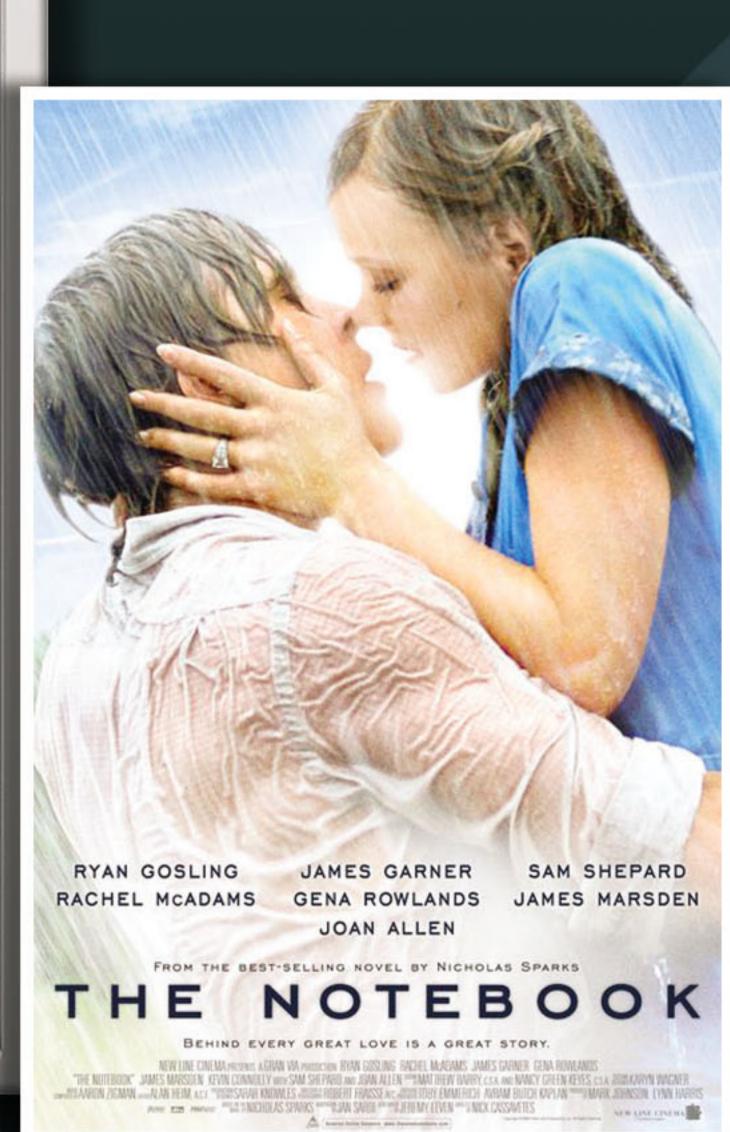
WRITER & ARTIST MARY TRAINOR



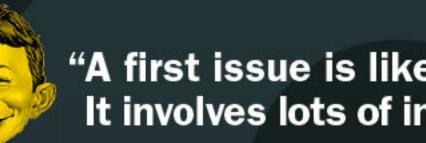




HIPSTER HEAVEN



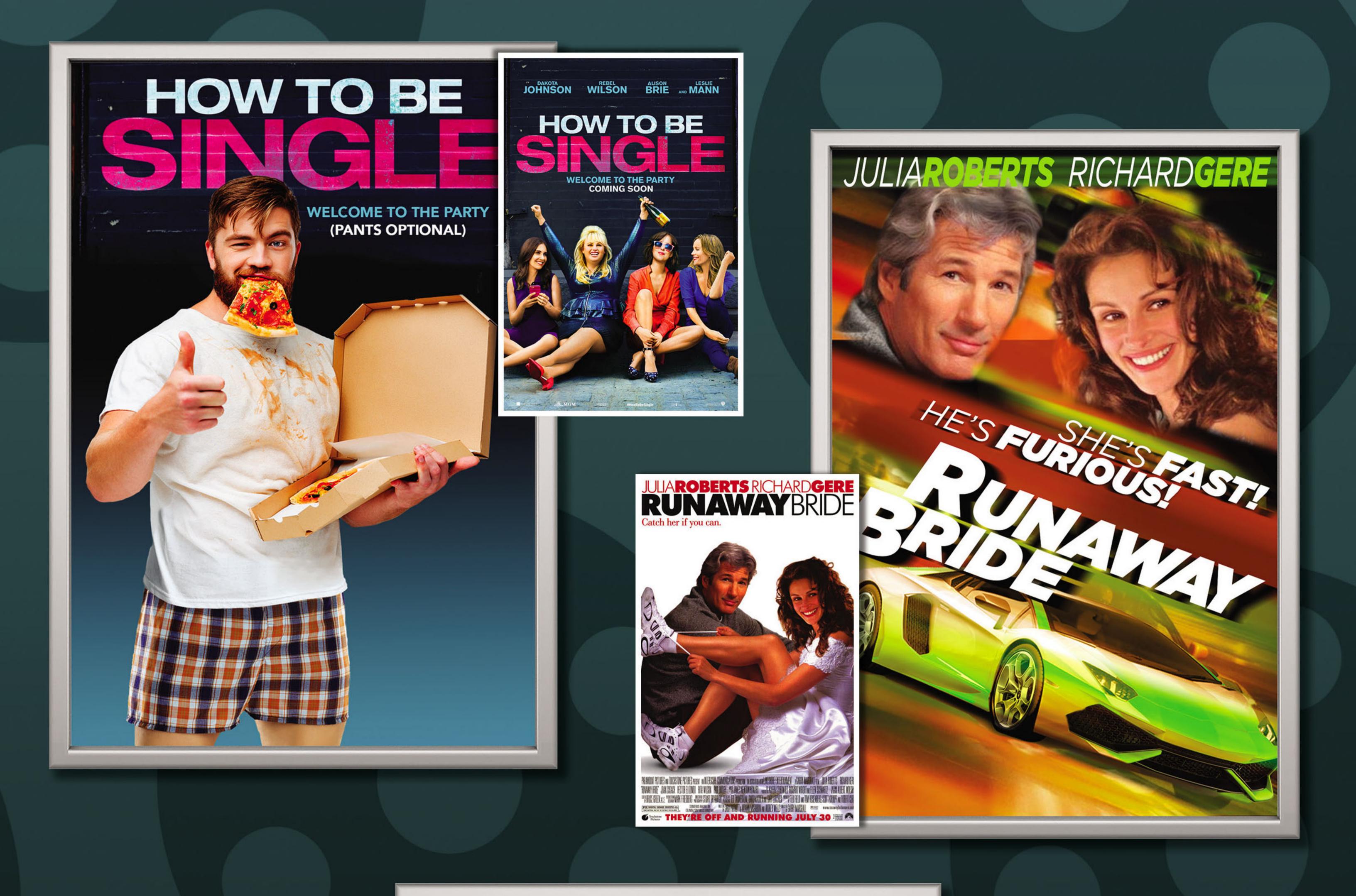




"A first issue is like getting a back tattoo.
It involves lots of ink, tears, and hair-splitting."













AND THAT'S HOW OUR MARKETING STRATEGY PUTS MORE ASSES IN SEATS!

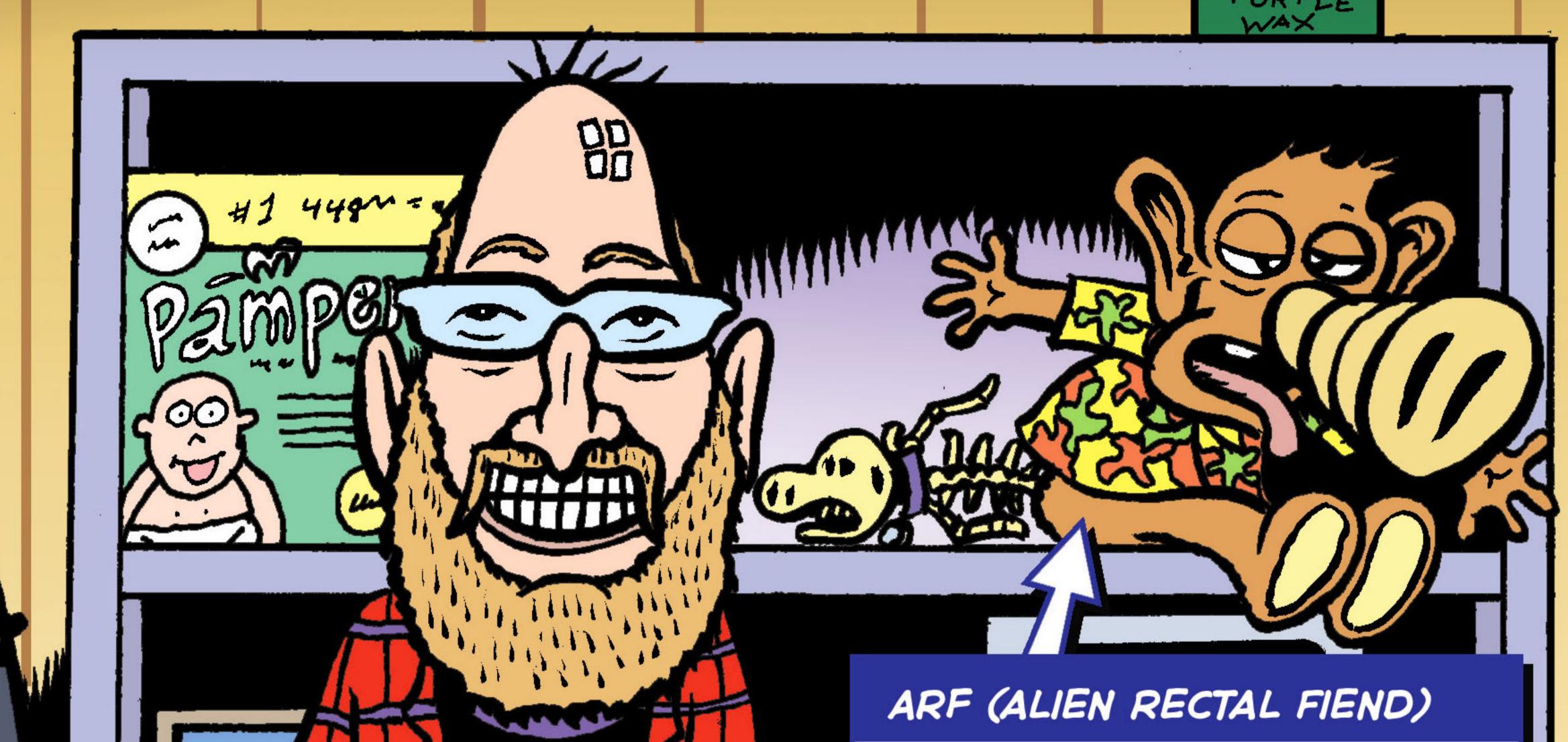
ADDITIONAL PHOTOS
VIA SHUTTERSTOCK.COM

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HEY, EVERYBODY, I'M THAT ONE DUDE FROM THOSE FOUR GOOD THINGS YOU SAW. I LIKE MOVIES AND STUFF WHEN I'M NOT BEING STUPID ON TV. LIKE A HUNDRED OTHER PEOPLE, I'M EXCITED TO WATCH READY PLAYER ONE, ALTHOUGH I'M NOT SURE WHY-SPIELBERG'S ONLY GOOD MOVIES HAVE SHARKS, ALIENS, DINOSAURS, OR INDIANA JONES IN THEM. THE TRAILERS HAVE NERDS YOUNG AND VERY OLD EXCITED BECAUSE THEY'RE PACKED WITH REFERENCES AND CHARACTERS FROM SOME OF THE MOST POPULAR VIDEO GAMES, MOVIES, AND TV SHOWS OF THE LAST 30 YEARS. BUT I THOUGHT I'D SHOW YOU SOME OF THE...

### POP CULTURE THAT DIDN'T



\*\*\*\*\*\*

ARF WAS A TERRIBLE '80S SITCOM ABOUT AN ALIEN WITH AN APPETITE FOR FART JOKES, PARTIAL NUDITY, AND PIZZA. EACH EPISODE HE WOULD EAT A LARGE DOG AND POOP OUT ITS SKELETON. DOG LOVERS, USUALLY KNOWN FOR THEIR SENSES OF HUMOR, GOT THE

SHOW PULLED AFTER ONE EPISODE.

#### SMOKEY MON

IT'S A RIP-OFF OF A POPULAR JAPANESE GAME AND TOY LINE. THE POINT OF SMOKEY MON WAS TO COLLECT ALL THE TOYS. IT WAS RUMORED THAT ONE IN A HUNDRED WAS STUFFED WITH A MAGICAL LEAF. IN REALITY, THEY WERE ALL JUST FULL OF SPIDERS.

#### RSKRDAD



#### BEANIE PREEMIES

NOT THE MOST POPULAR LINE OF TINY STUFFED ANIMALS. MAYBE YOU REMEMBER THEIR SLOGAN, "TOO SOON!"

#### MY LITTLE DONKEY

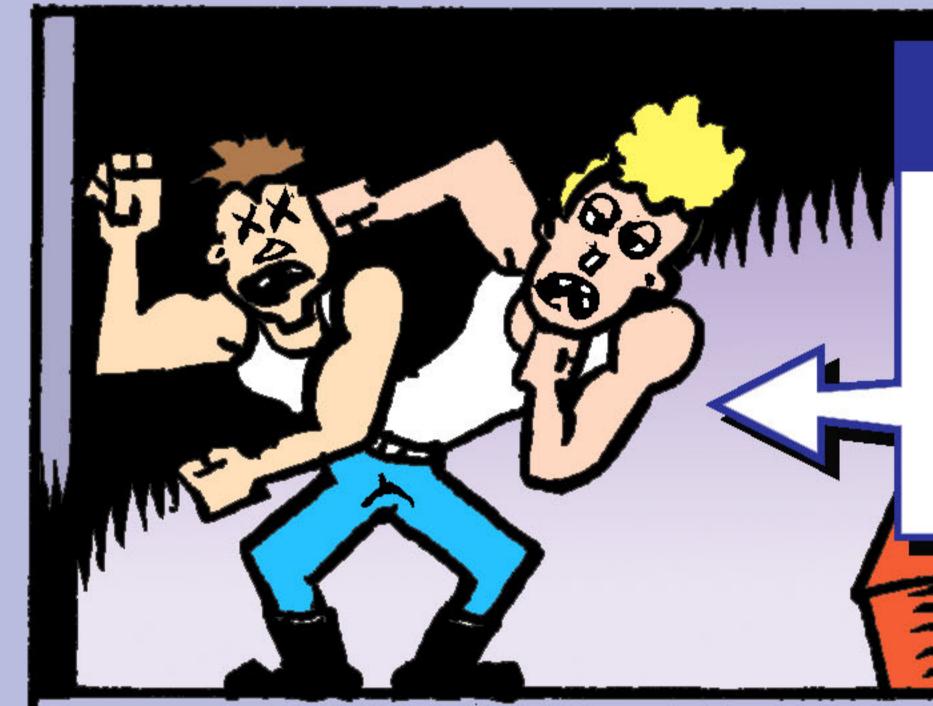
YECCH. I HATE THAT THIS THING IS EVEN IN MY GARAGE, BUT I THINK I GRABBED THE LAST ONE THAT DIDN'T GET SET ON FIRE AFTER THE BIGGEST RECALL IN TOY HISTORY. EVEN BRONKEYS—ADULT DUDES OBSESSED WITH THE SHOW—WERE DISGUSTED BY THIS ONE.

## MAKE IT INTO...

WRITER BRIAN POSEHN

ARTIST PETER BAGGE





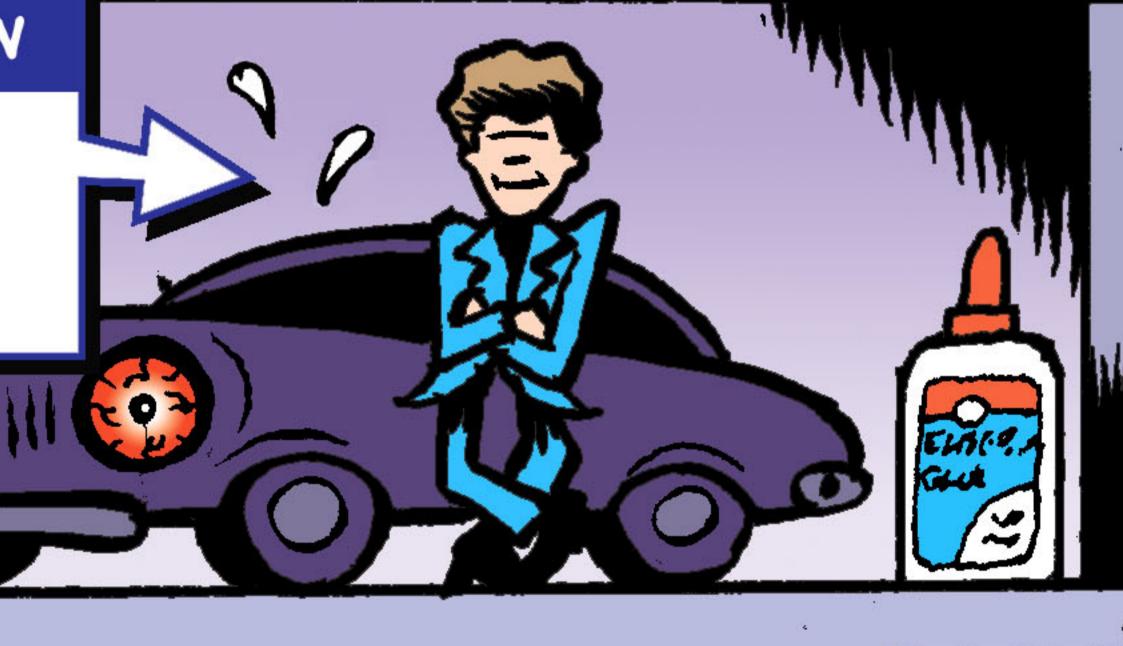
#### PUNCH FIGHTER BROS

THIS IS KYU AND DAVE. THEY WERE CONJOINED TWIN BROTHERS, ONE JAPANESE AND ONE BLONDE AND DUMB. TOGETHER THEY PUNCH-FOUGHT THEIR WAY THROUGH PUNCH CITY IN THIS UNPOPULAR ARCADE GAME. WHEN ONE OF THE CHARACTERS WOULD LOSE ALL HIS HEALTH, THE OTHER HAD TO CARRY HIS DEAD BODY AROUND. HAD TO? GOT TO!

#### DAVE THE CAR FROM SPEED DEMON

DAVE WAS FROM THE EARLY '90S SHOW SPEED DEMON. HE WAS A TALKING CAR WHO COULDN'T GET ENOUGH SPEED. LITERALLY. HE RAN ON METH AND PILLS. DIDN'T SEND A GREAT MESSAGE TO THE KIDS. OH WELL, THEY TURNED OUT OKAY.





#### MARVELOUS CHANGING DANGER RANGERS

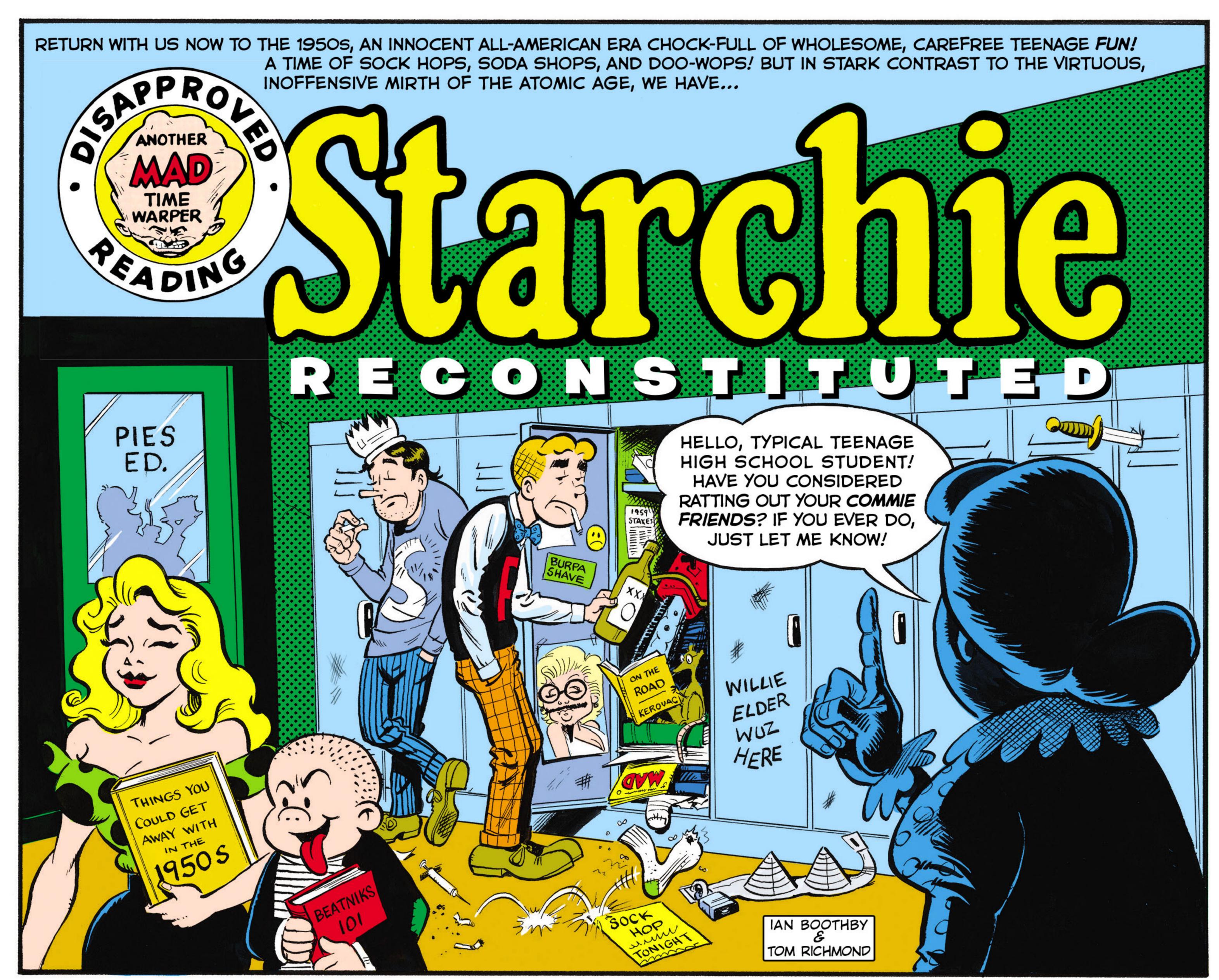
YOU MIGHT NOT REMEMBER THE MARVELOUS CHANGING DANGER RANGERS, BUT YOU'LL REMEMBER THEIR FAMOUS SLOGAN: "THEY CHANGE!" AND THAT'S ALL THEY F@\*%ING DID. THEY CHANGED.

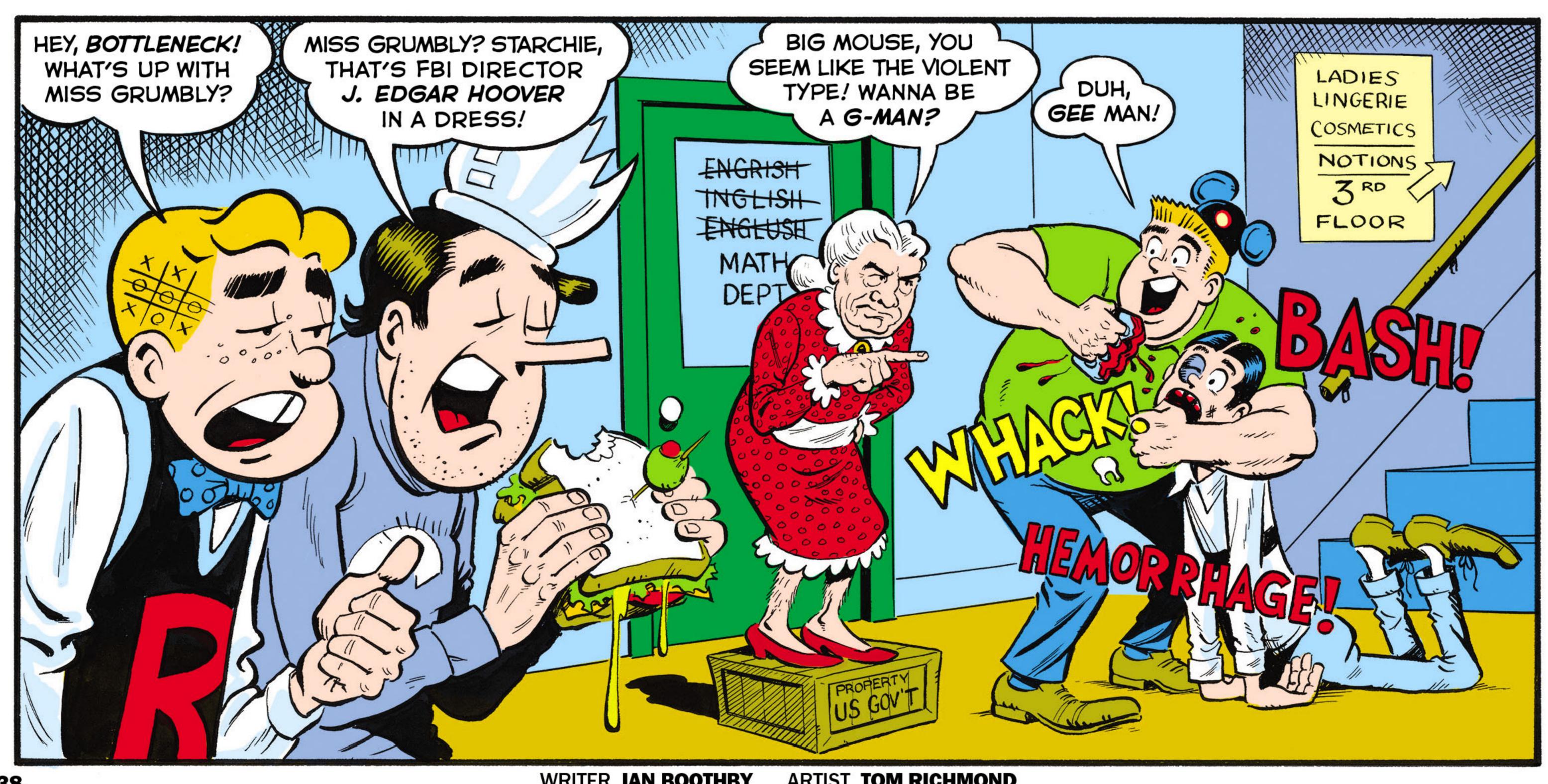
#### TWEEN MUTATION SAMURAI FISH

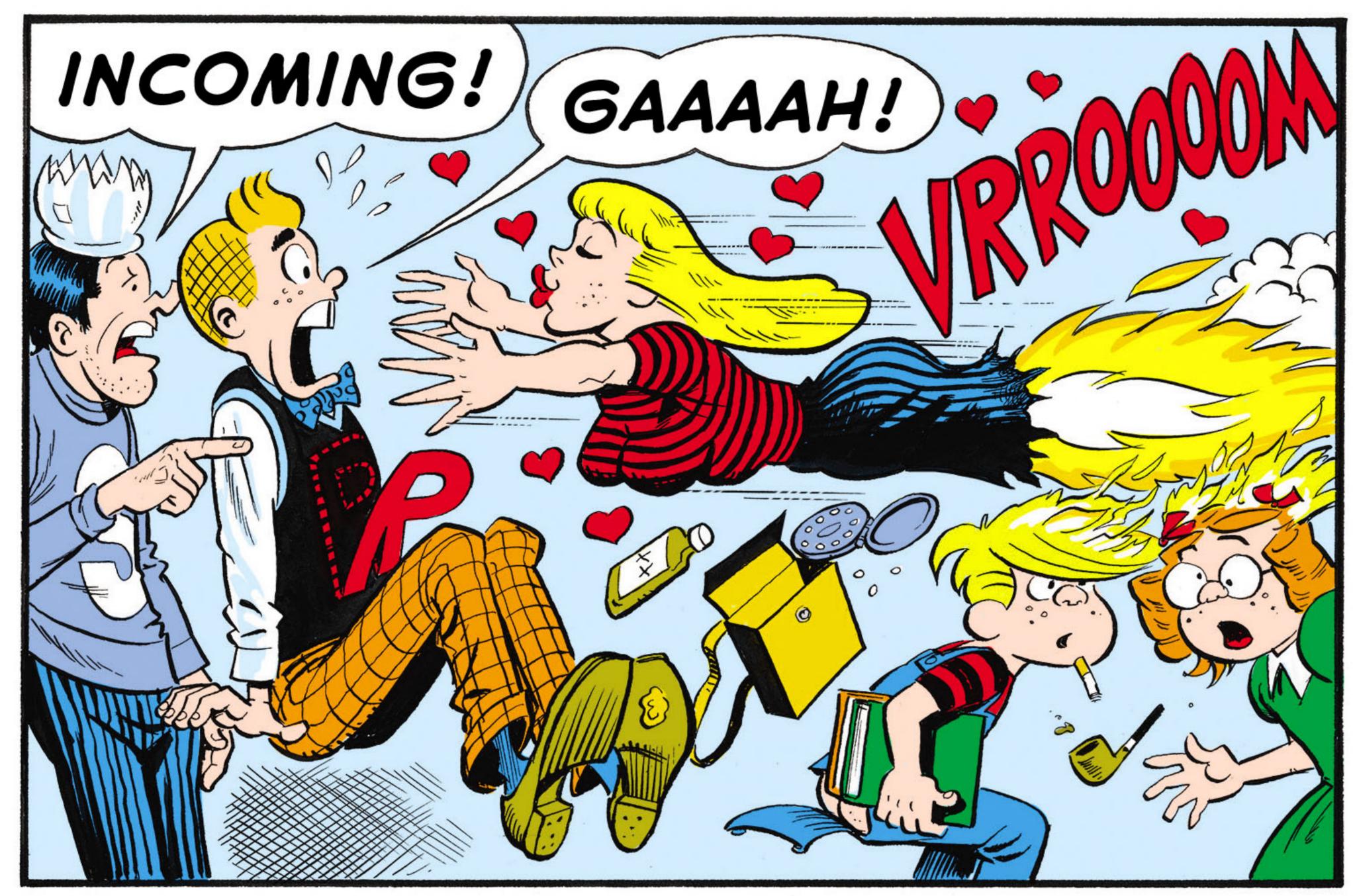
NO IDEA WHY THIS DIDN'T WORK. EVERYONE LOVES TO SLAP THEIR FRIEND WITH A FISH.

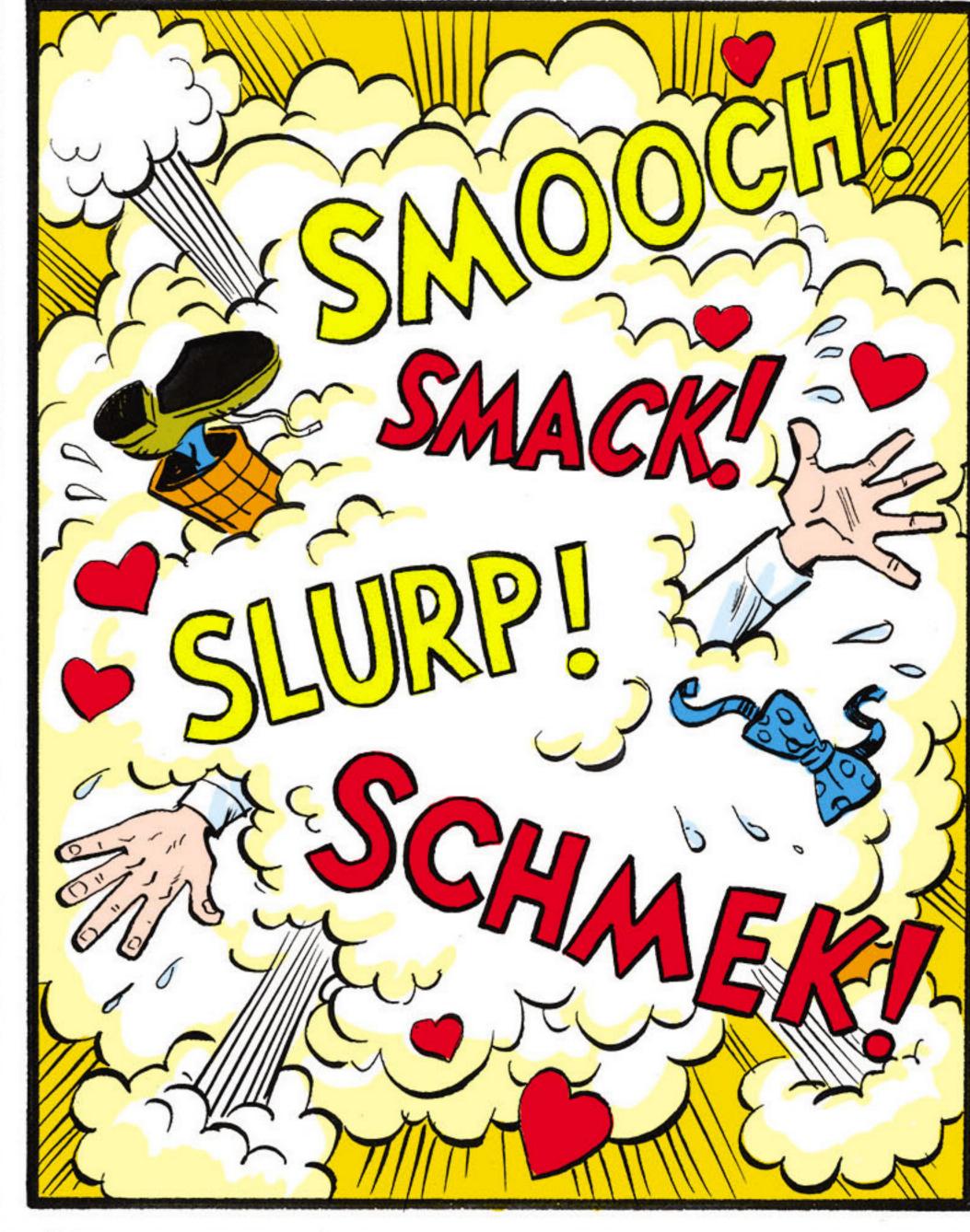
#### ALL THE GOOD STUFF THEY COULDN'T GET LICENSES FOR

AND FINALLY, THERE IS NO WAY READY PLAYER ONE HAS ANYTHING FROM MARVEL OR DISNEY. ARE YOU KIDDING ME? THOSE GUYS WOULDN'T GIVE A CRIPPLED CRAB A CRUTCH. AND THEY'RE NOTORIOUSLY CHEAP AND LAWYERED UP THE YING YANG. AND THE YAZOO. SO WE GETS NO SPIDEY OR BOBA! ENJOY ALL THE EASILY OBTAINABLE LICENSES!

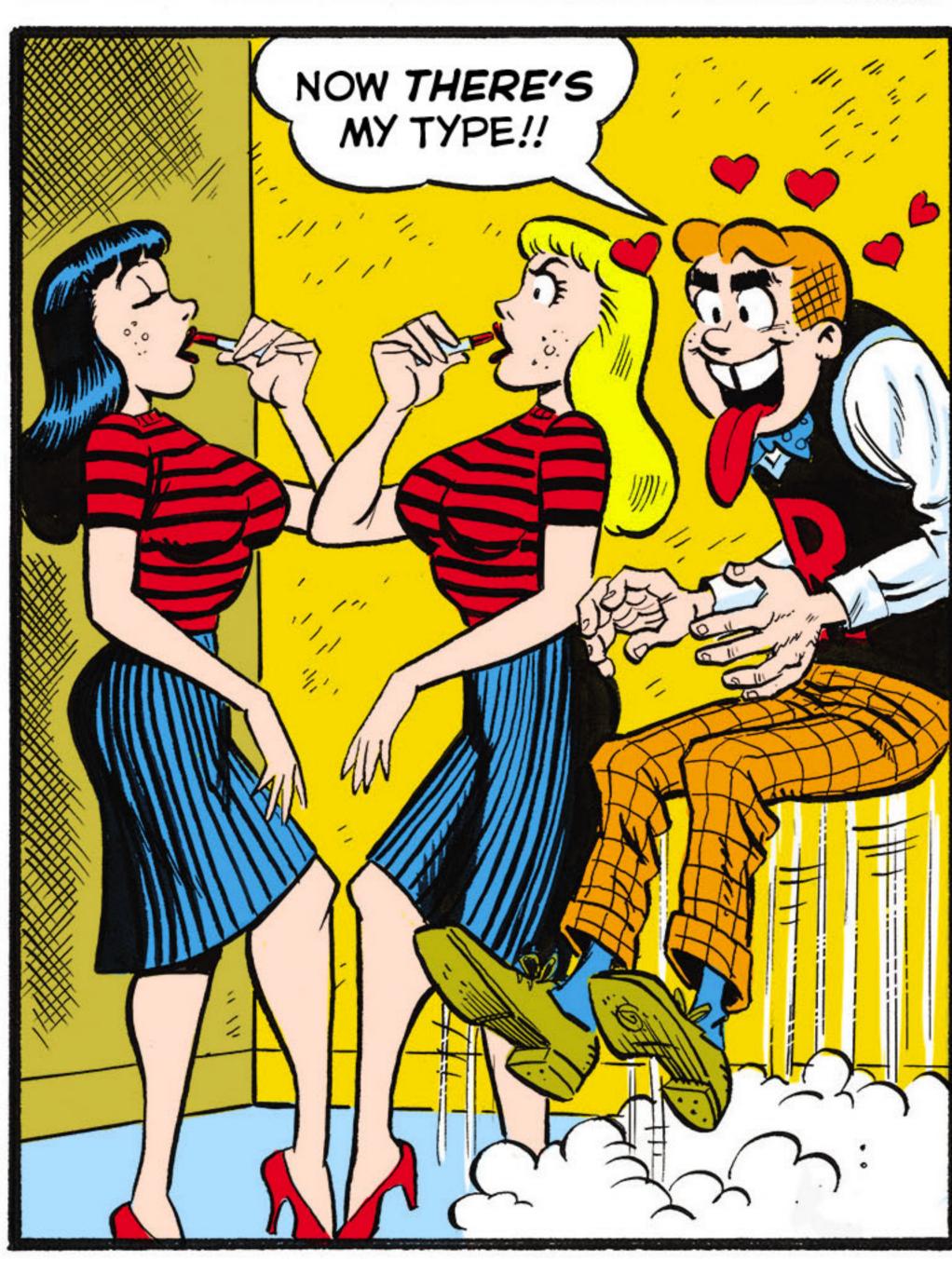


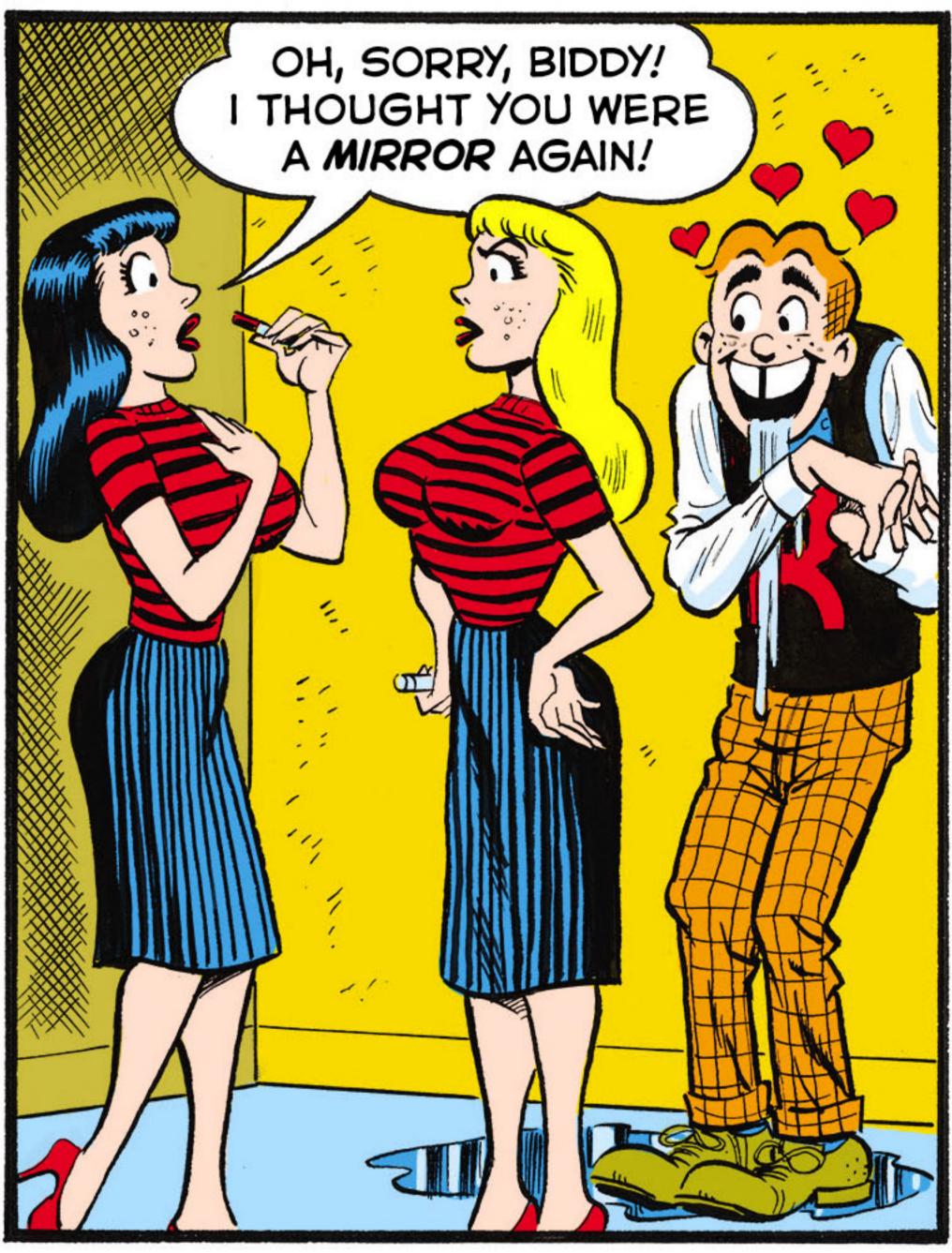


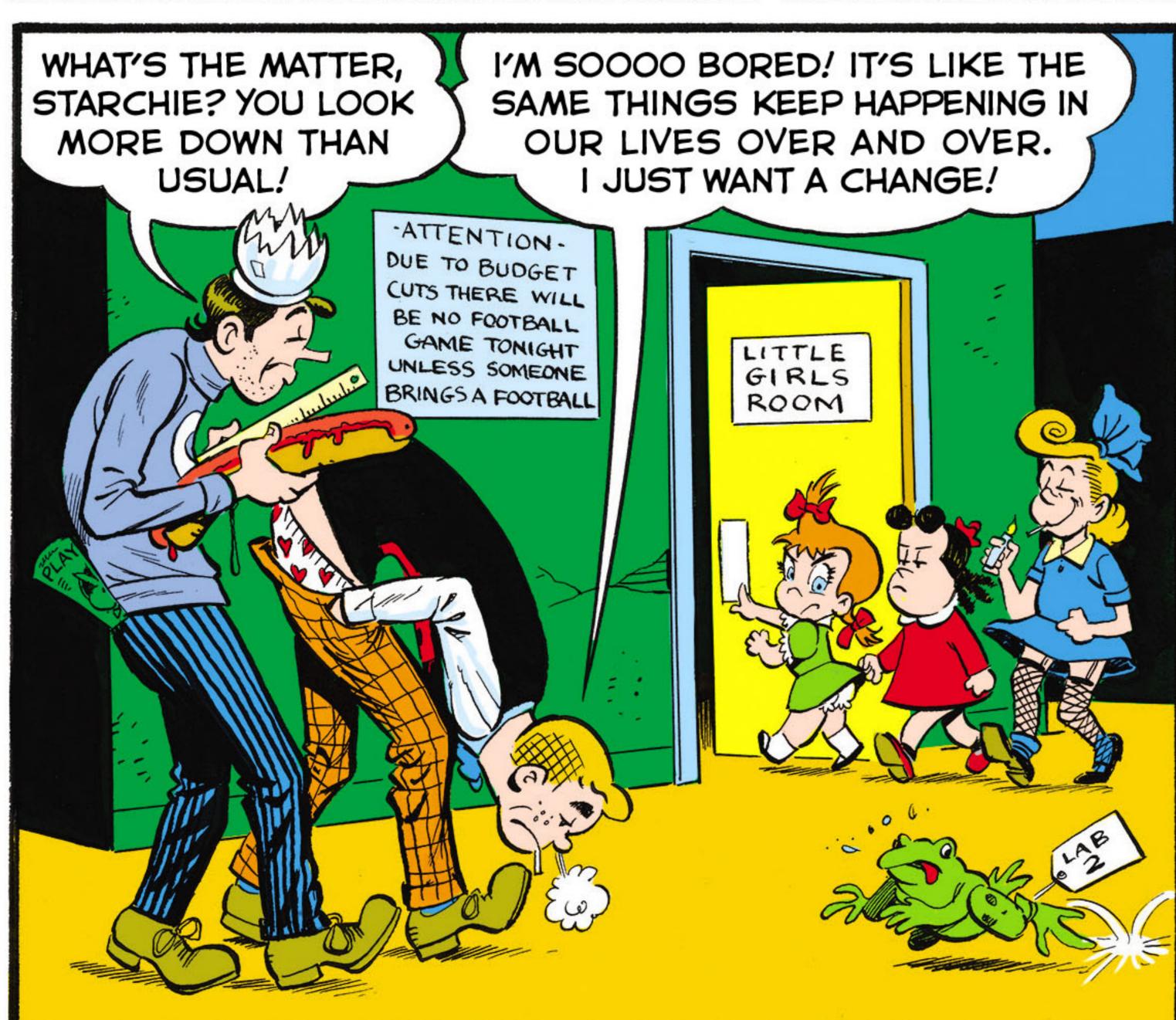


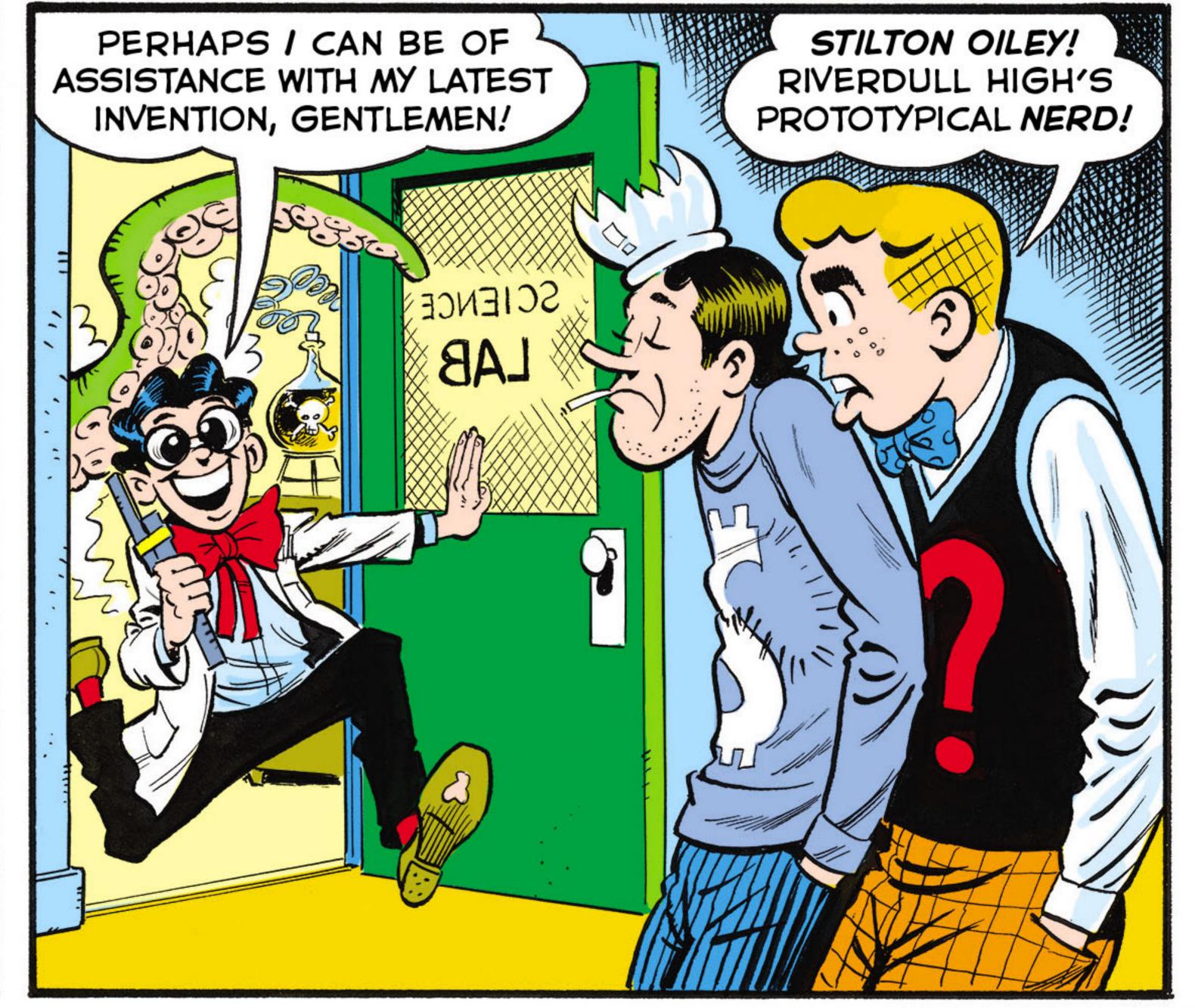


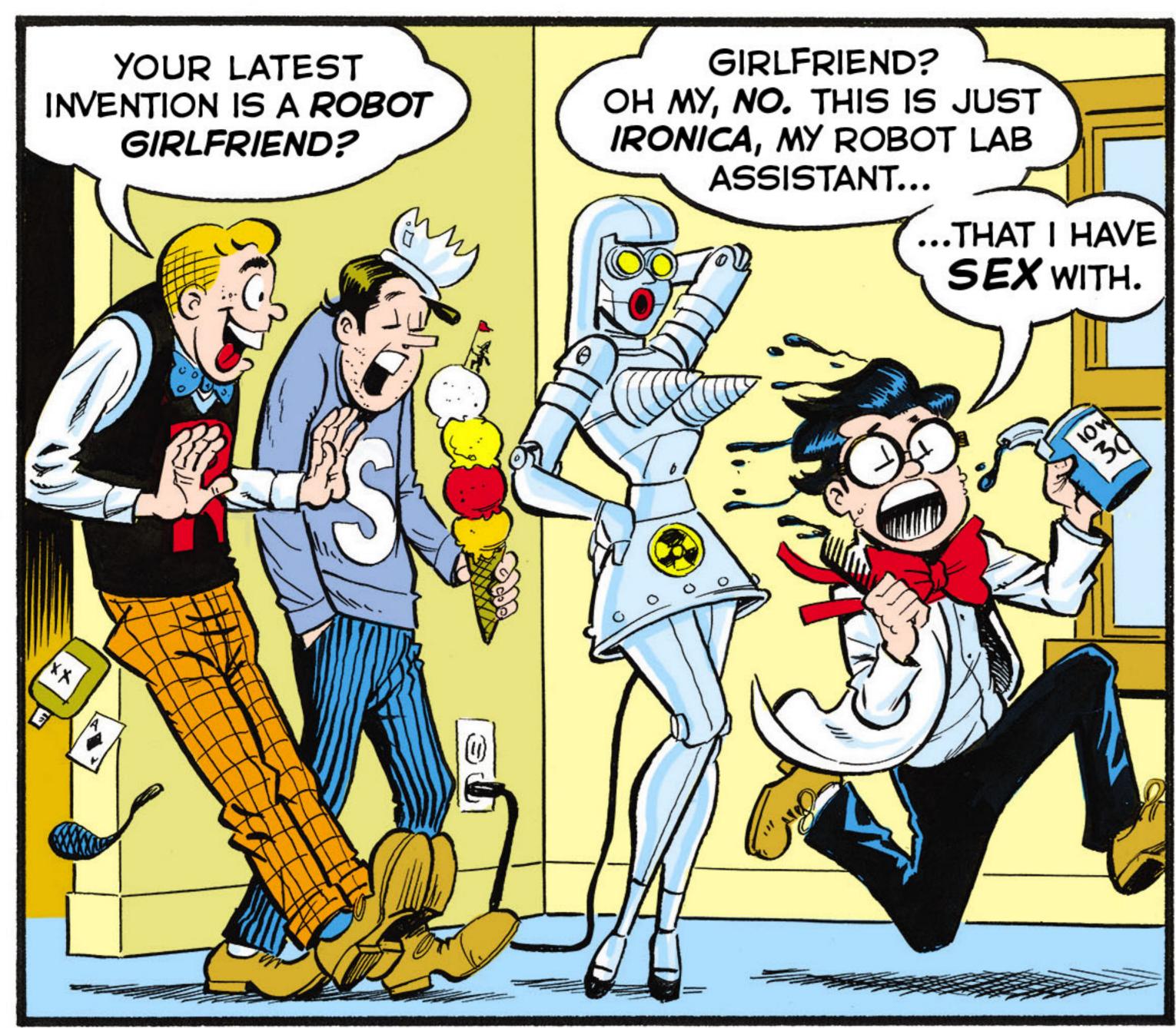


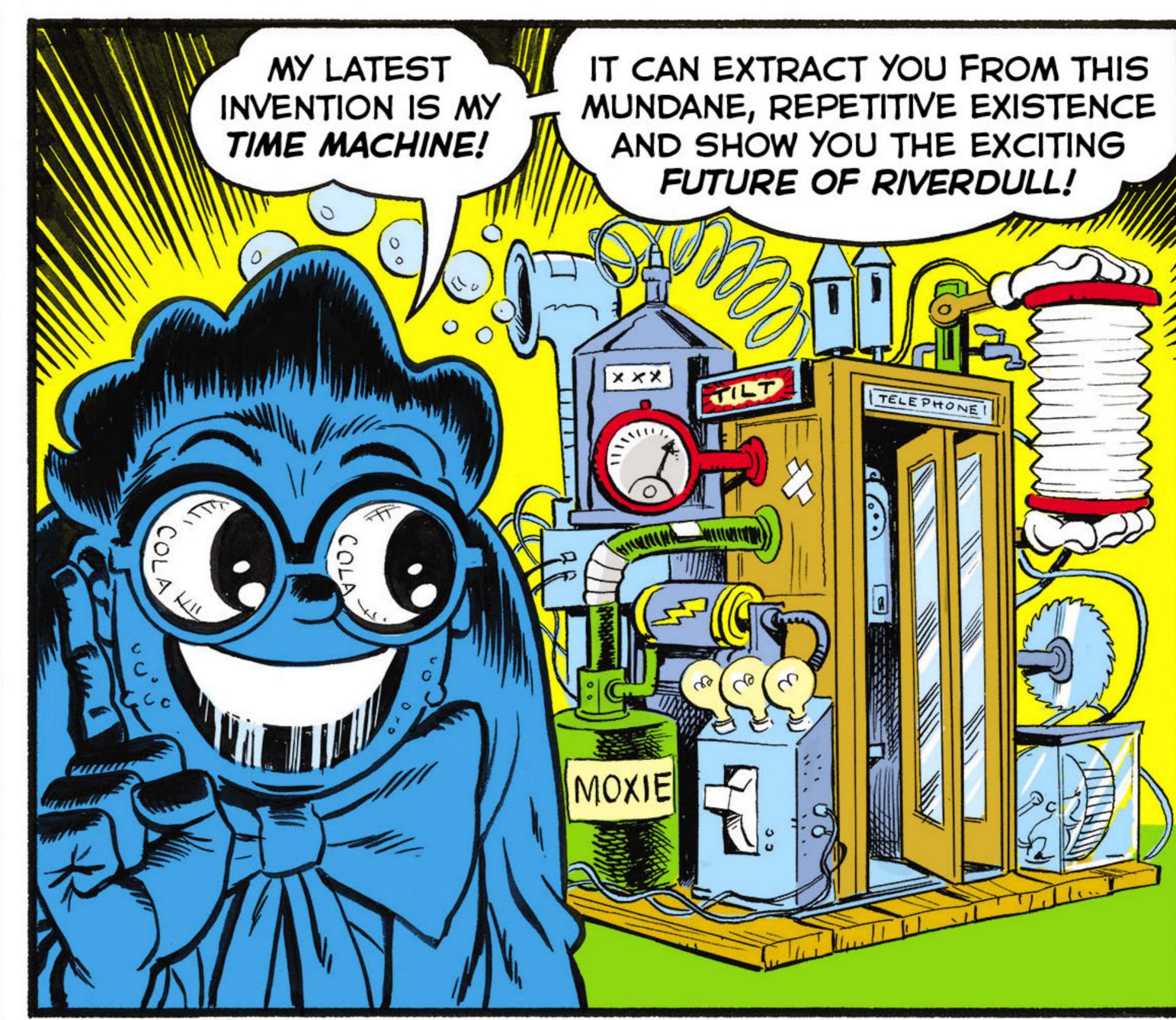


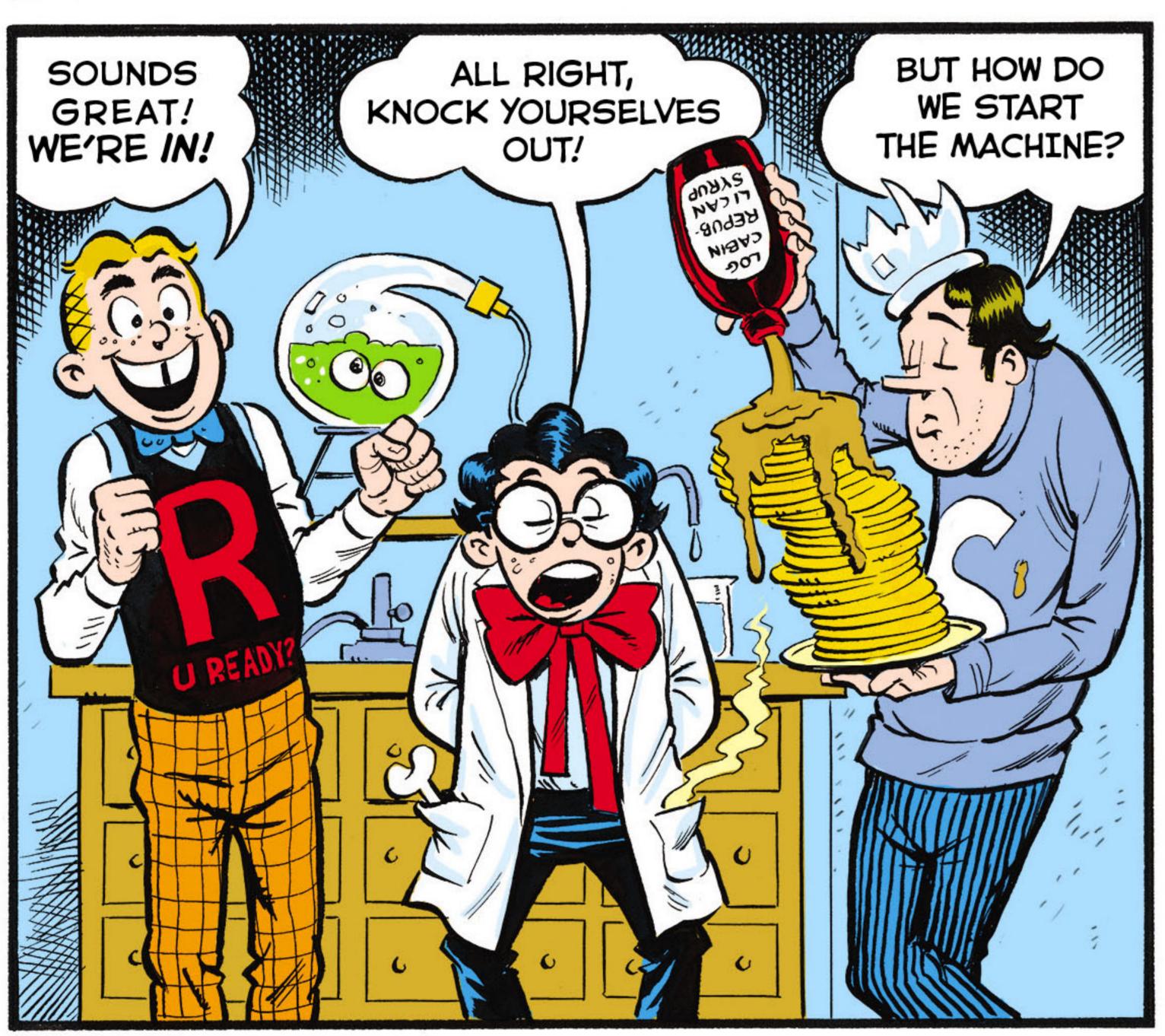


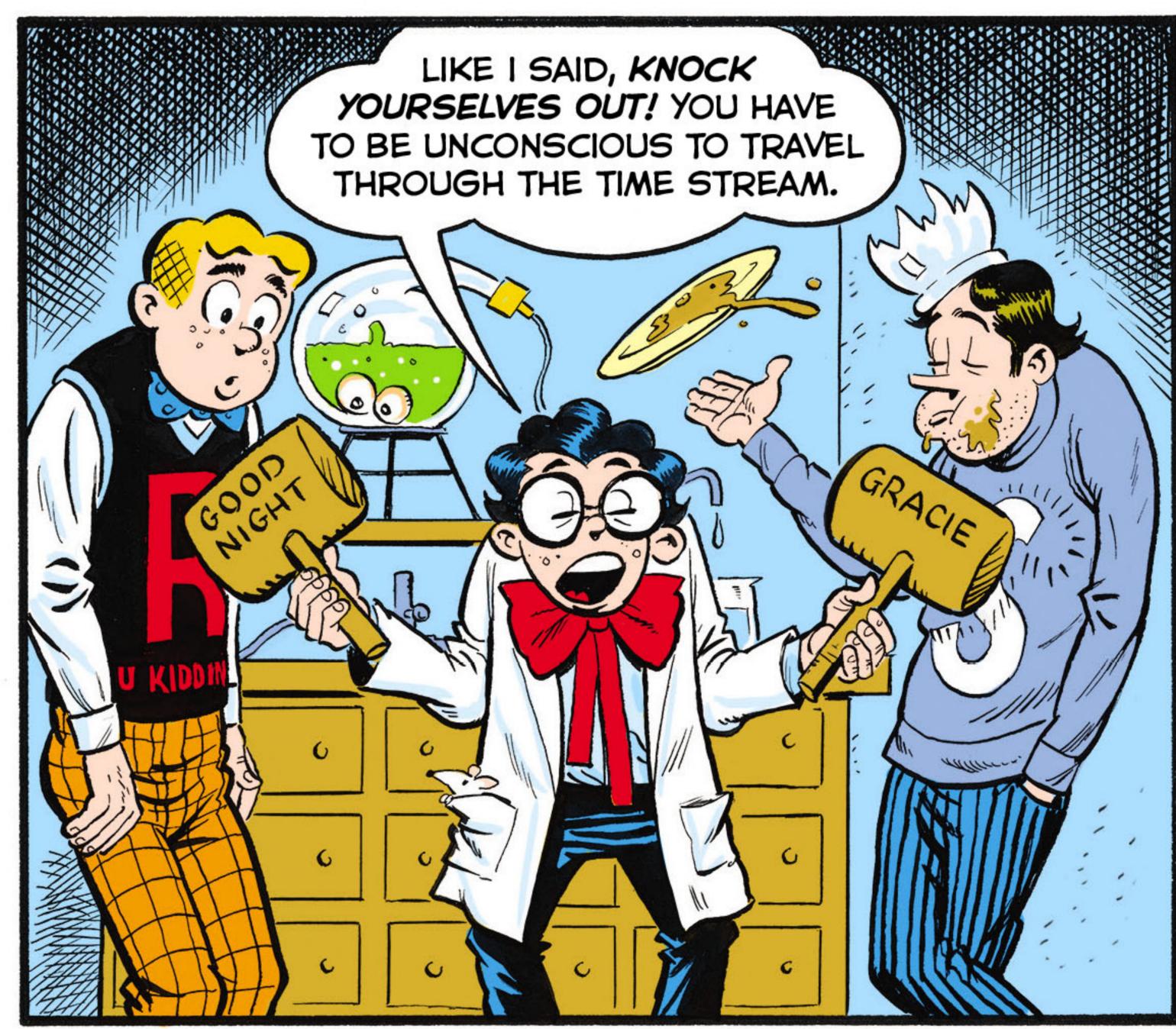


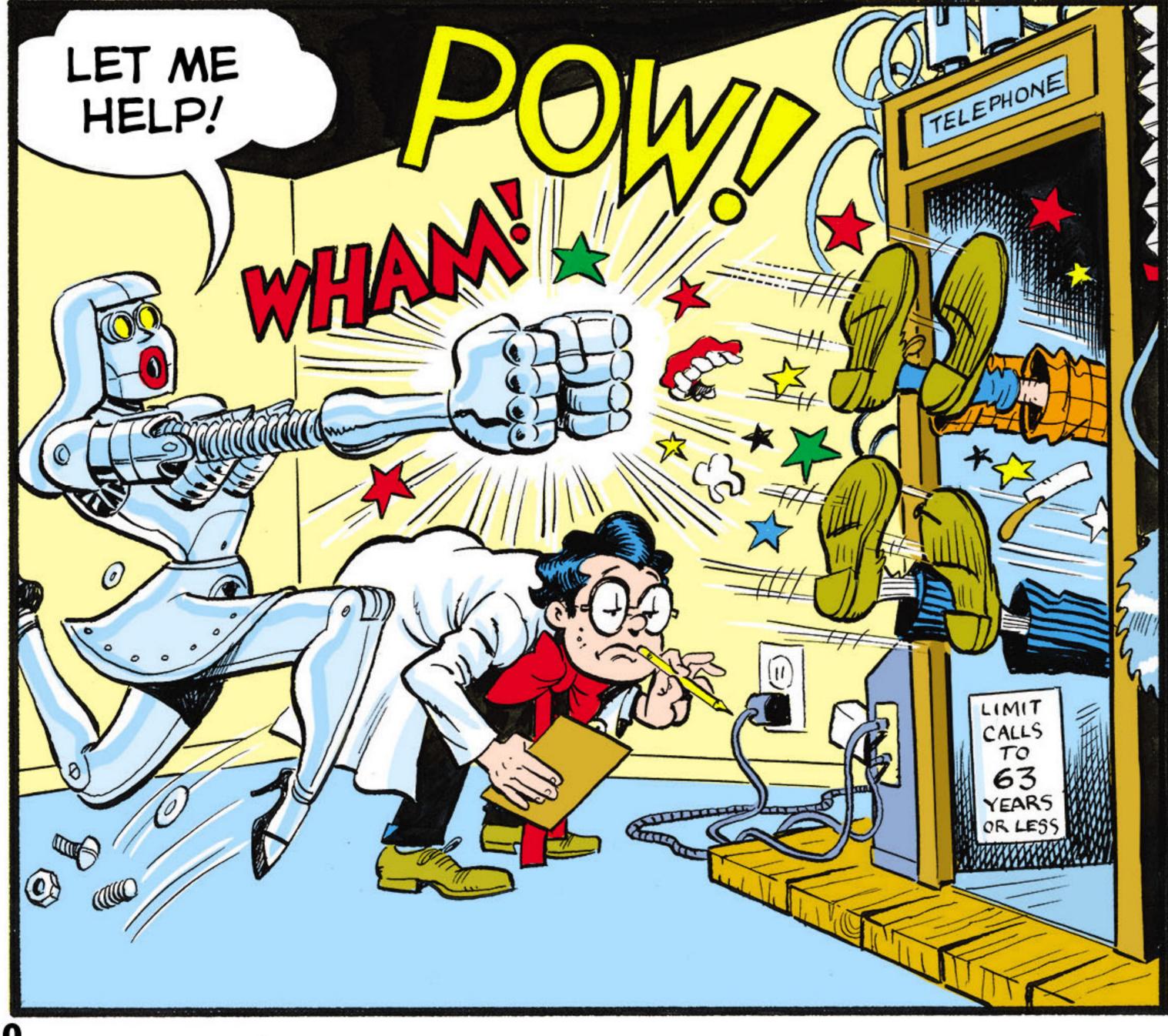


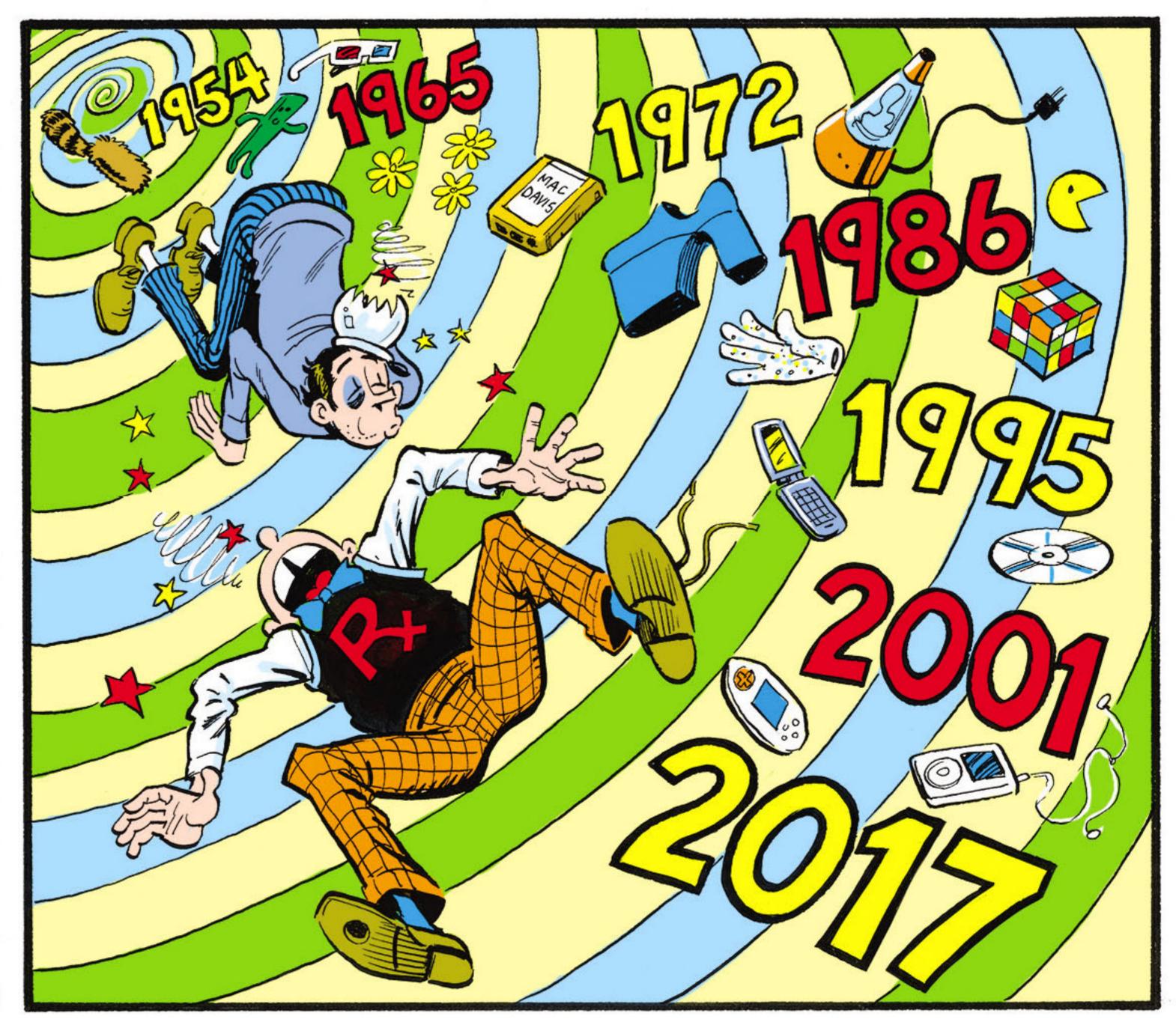


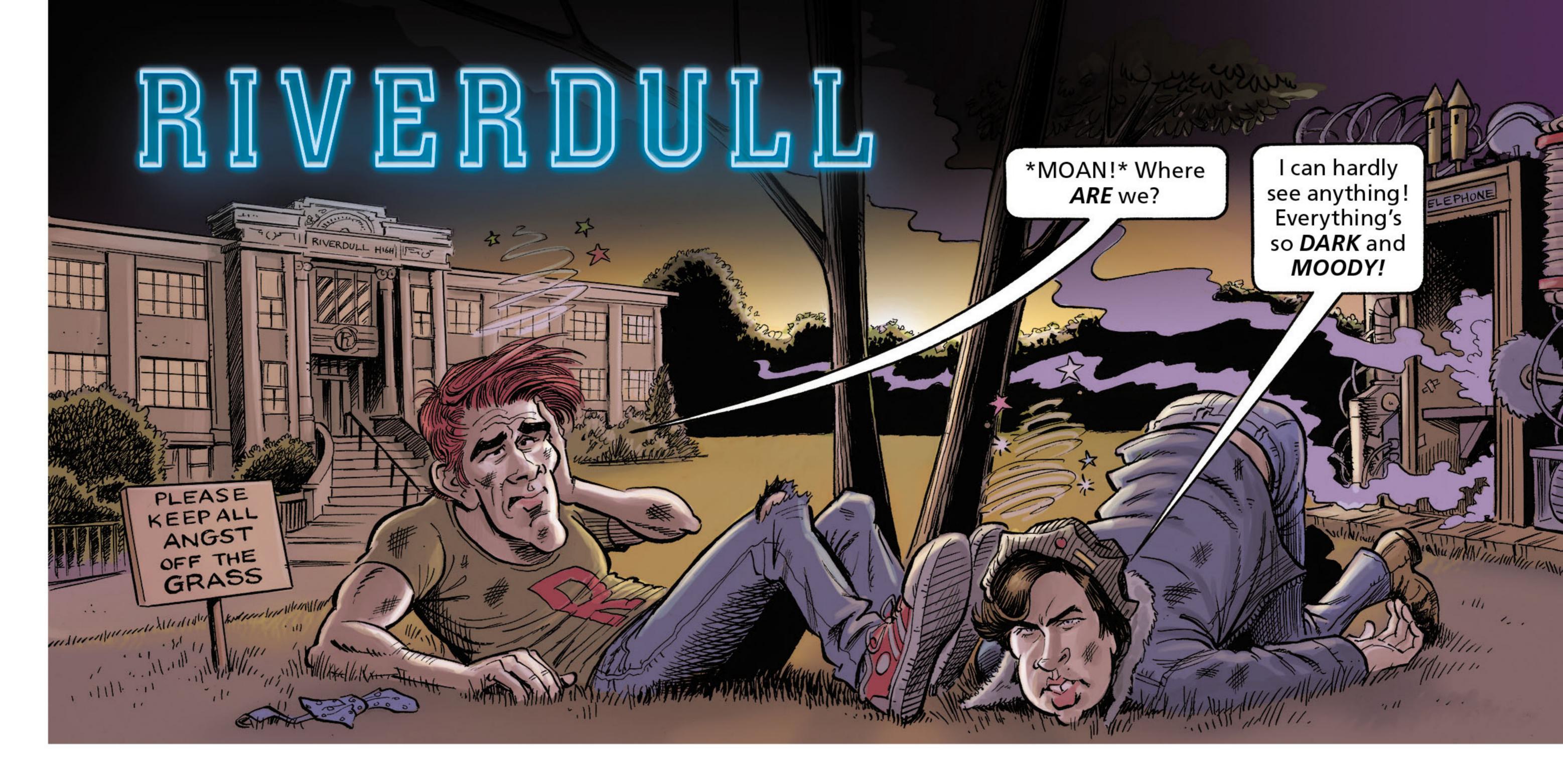


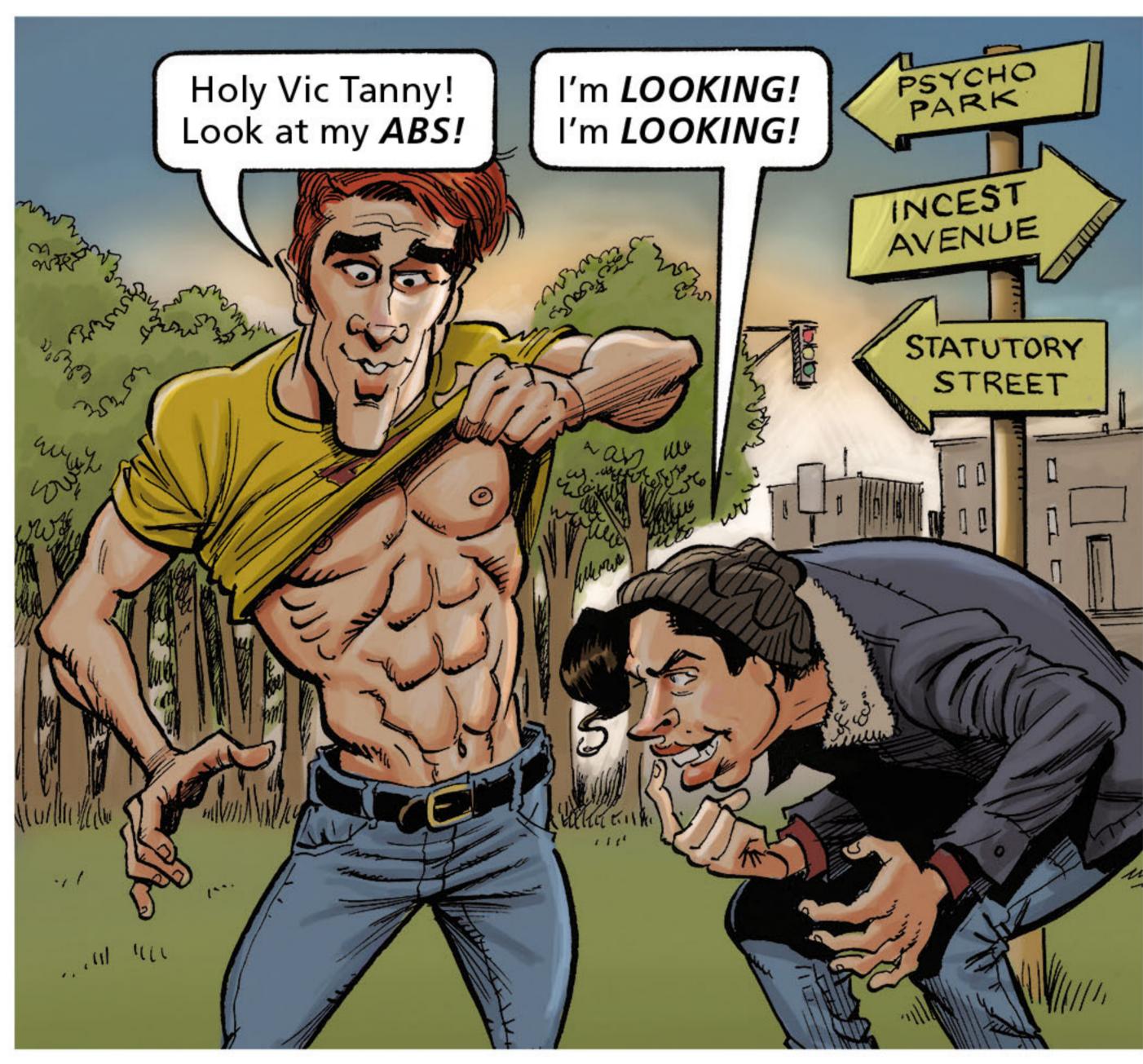


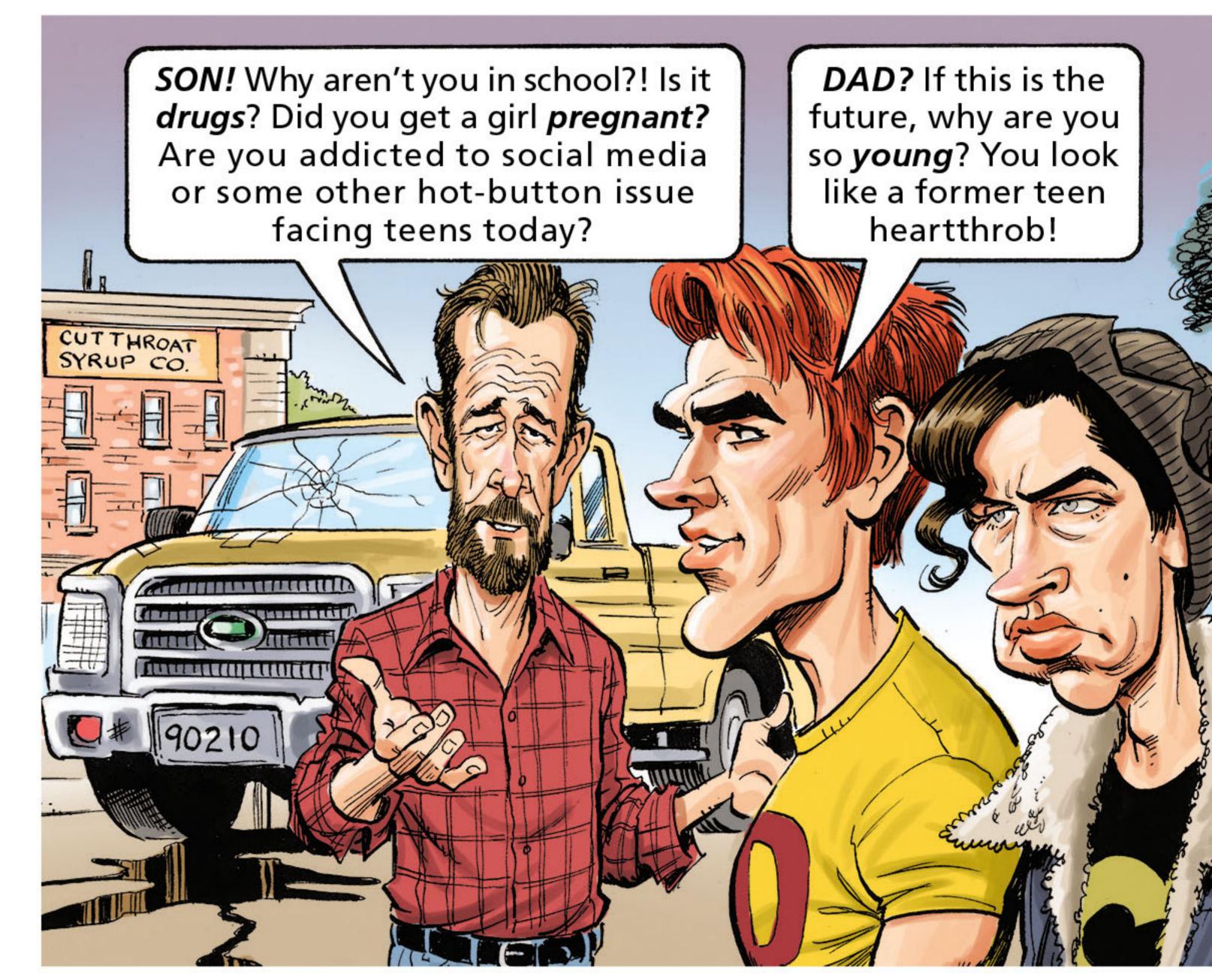








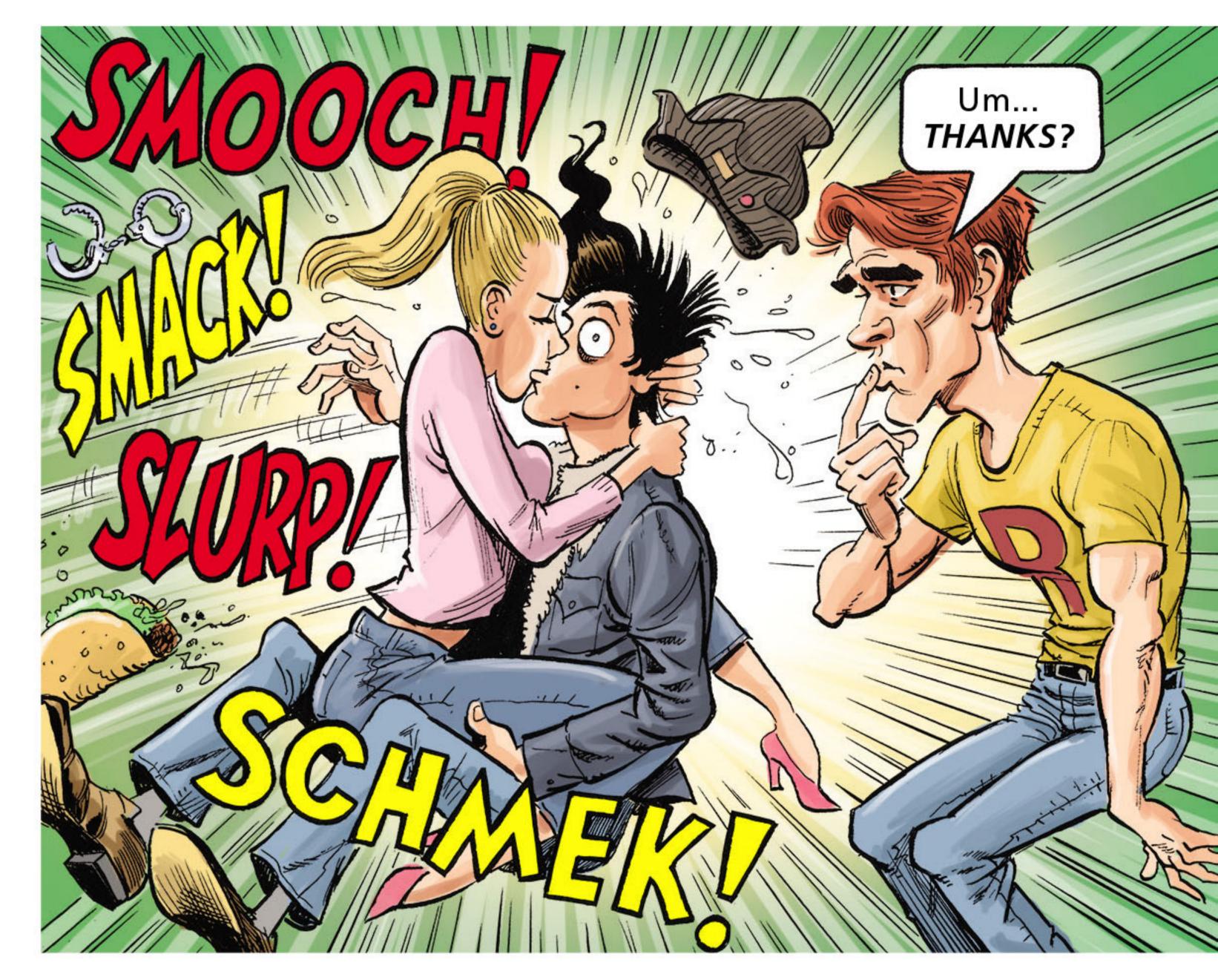


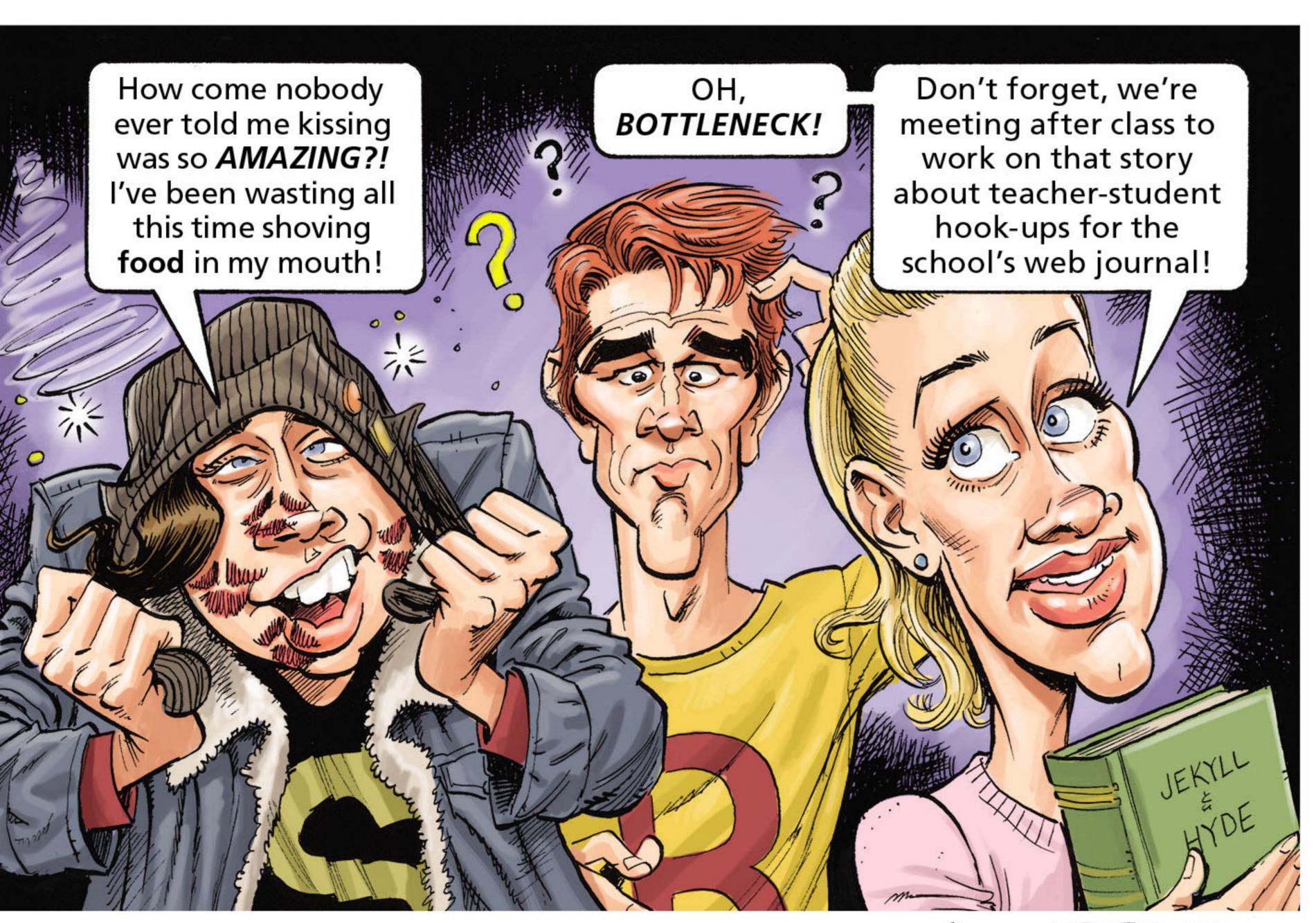




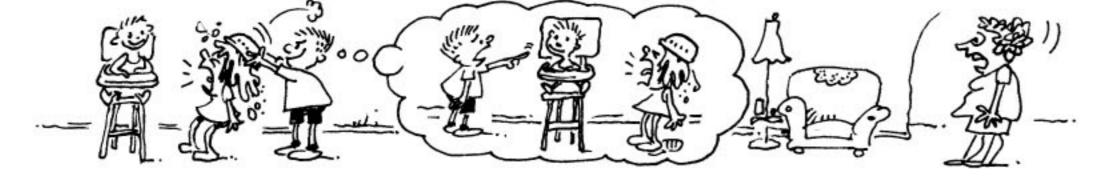


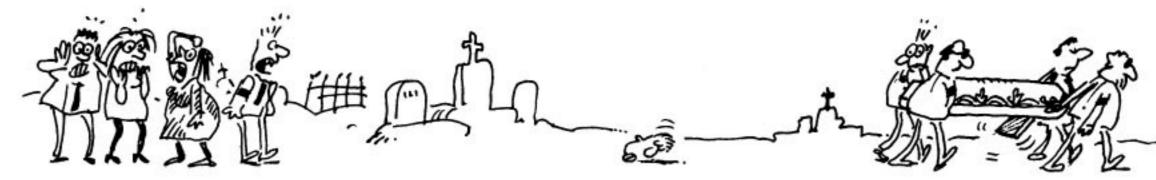


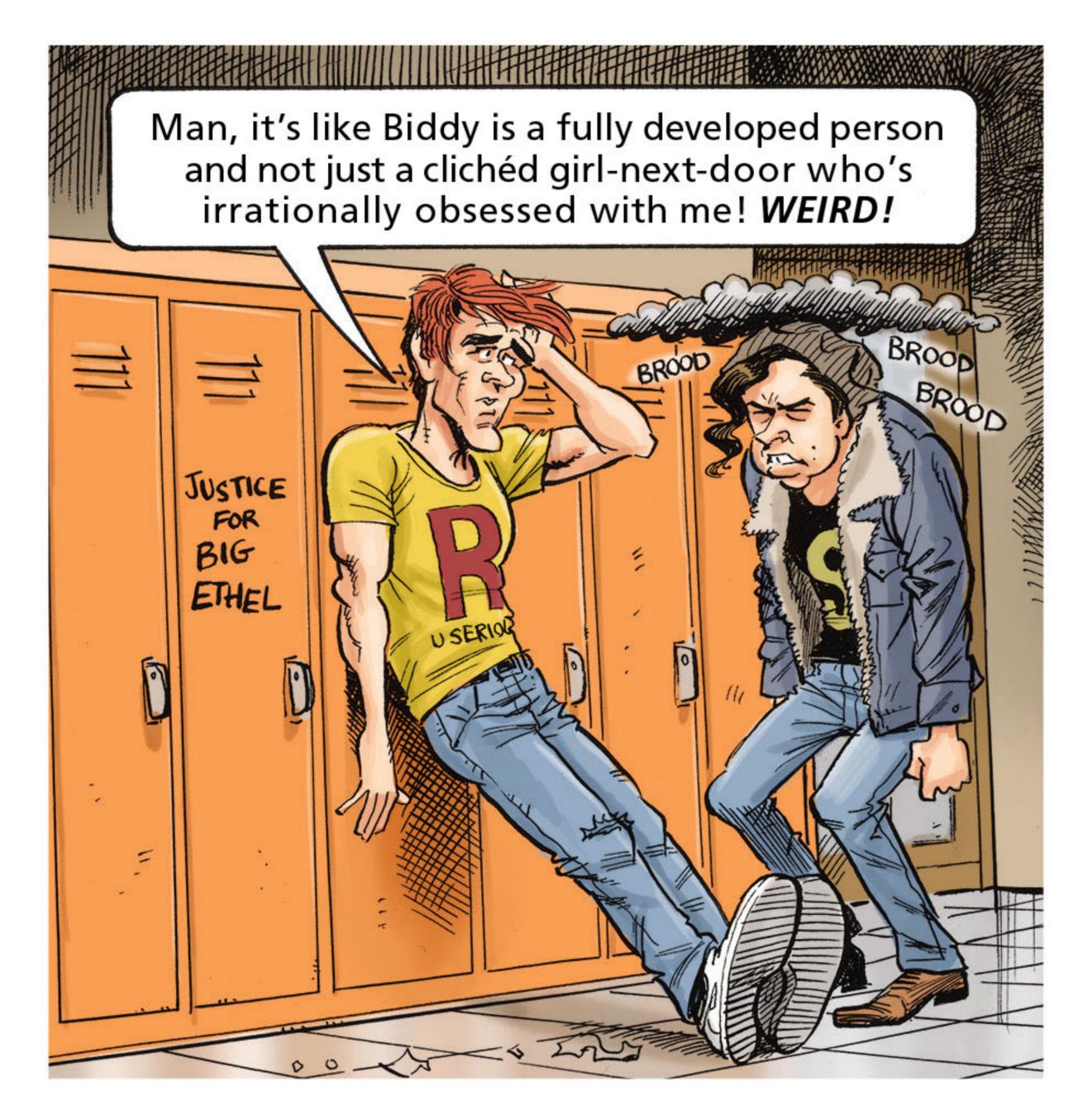
















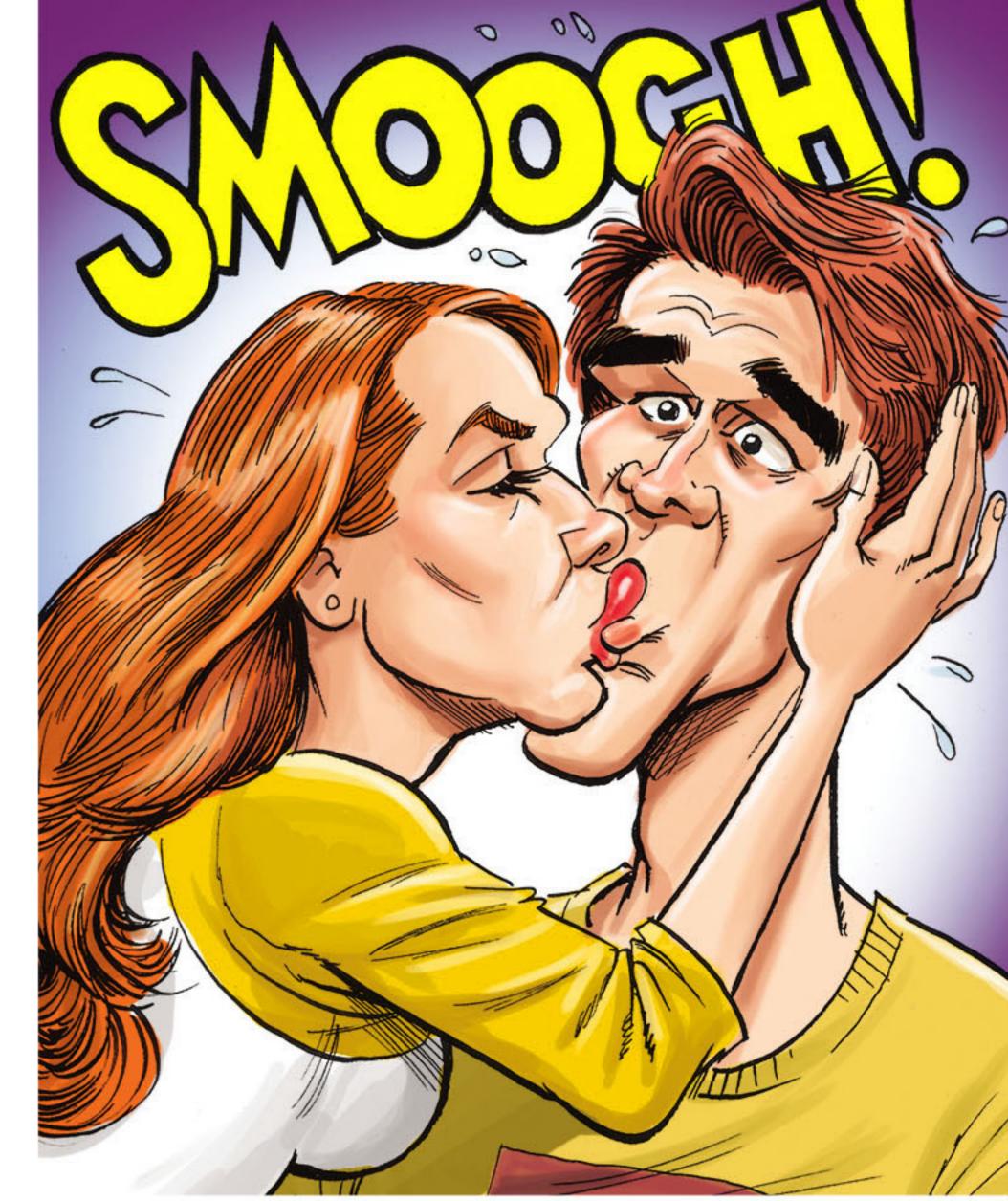




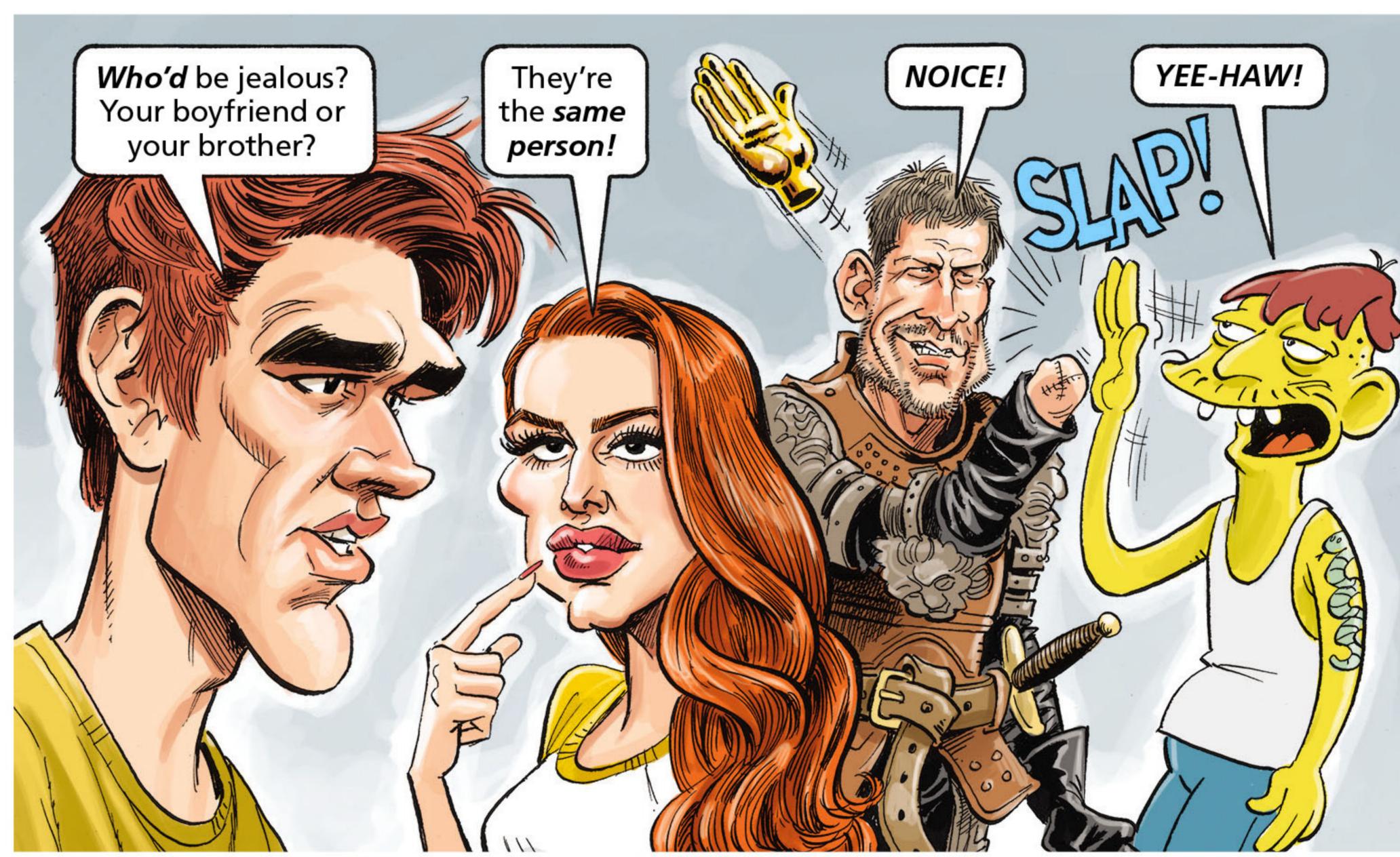


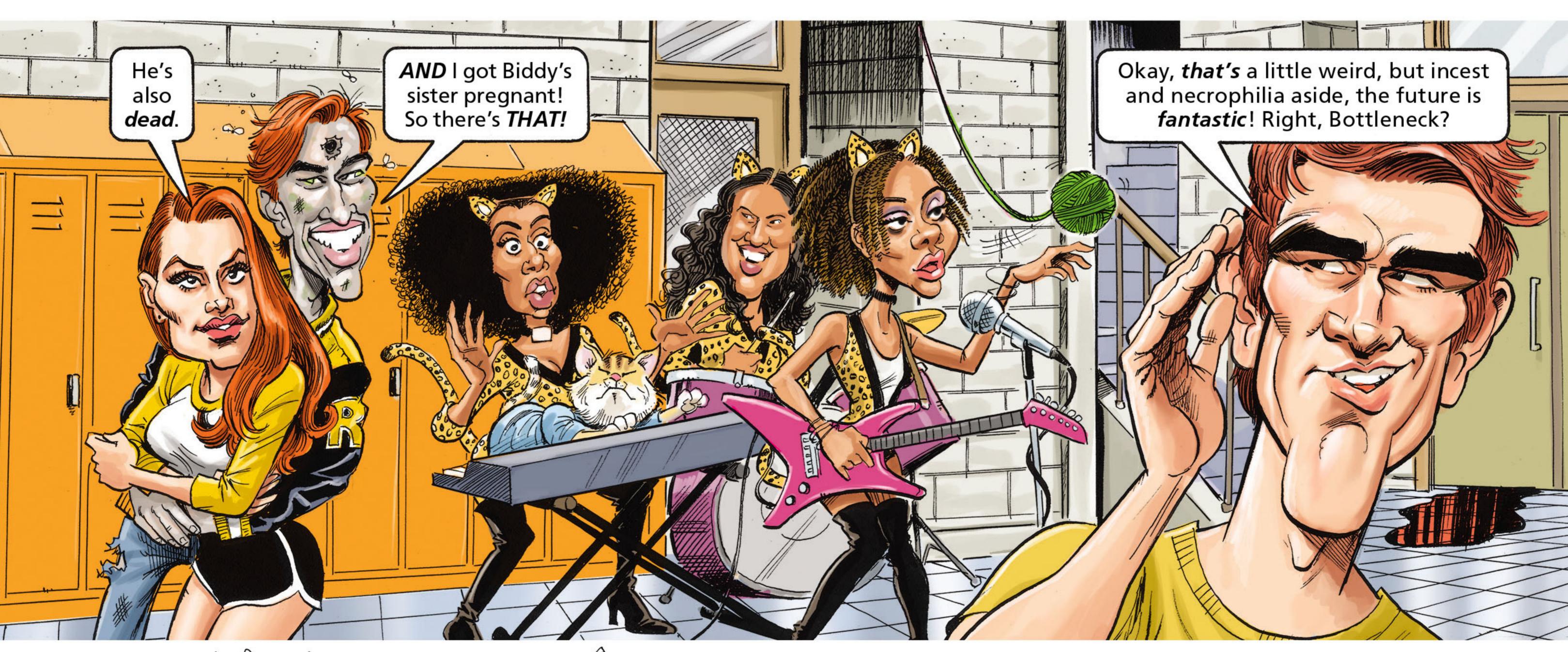




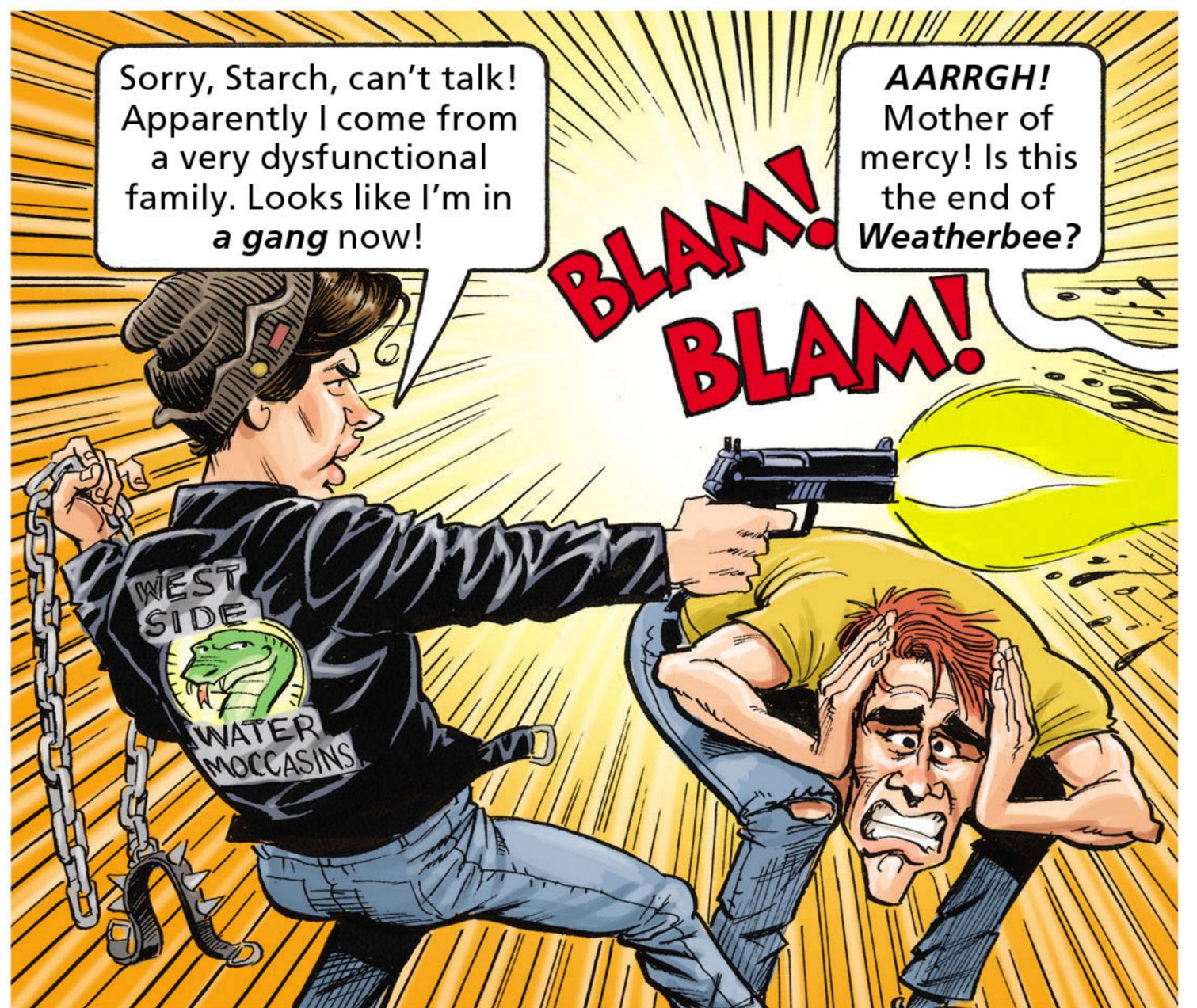


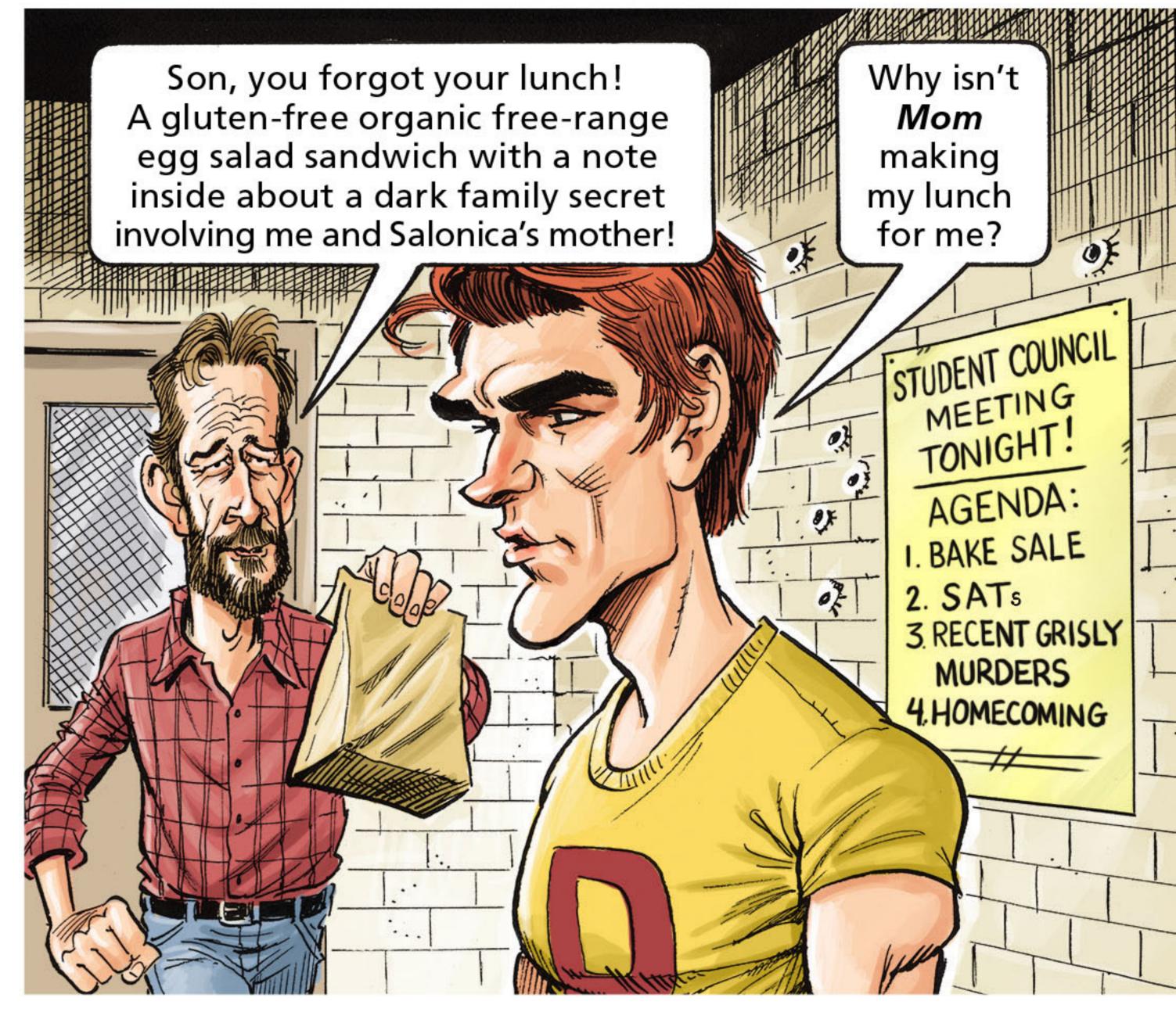


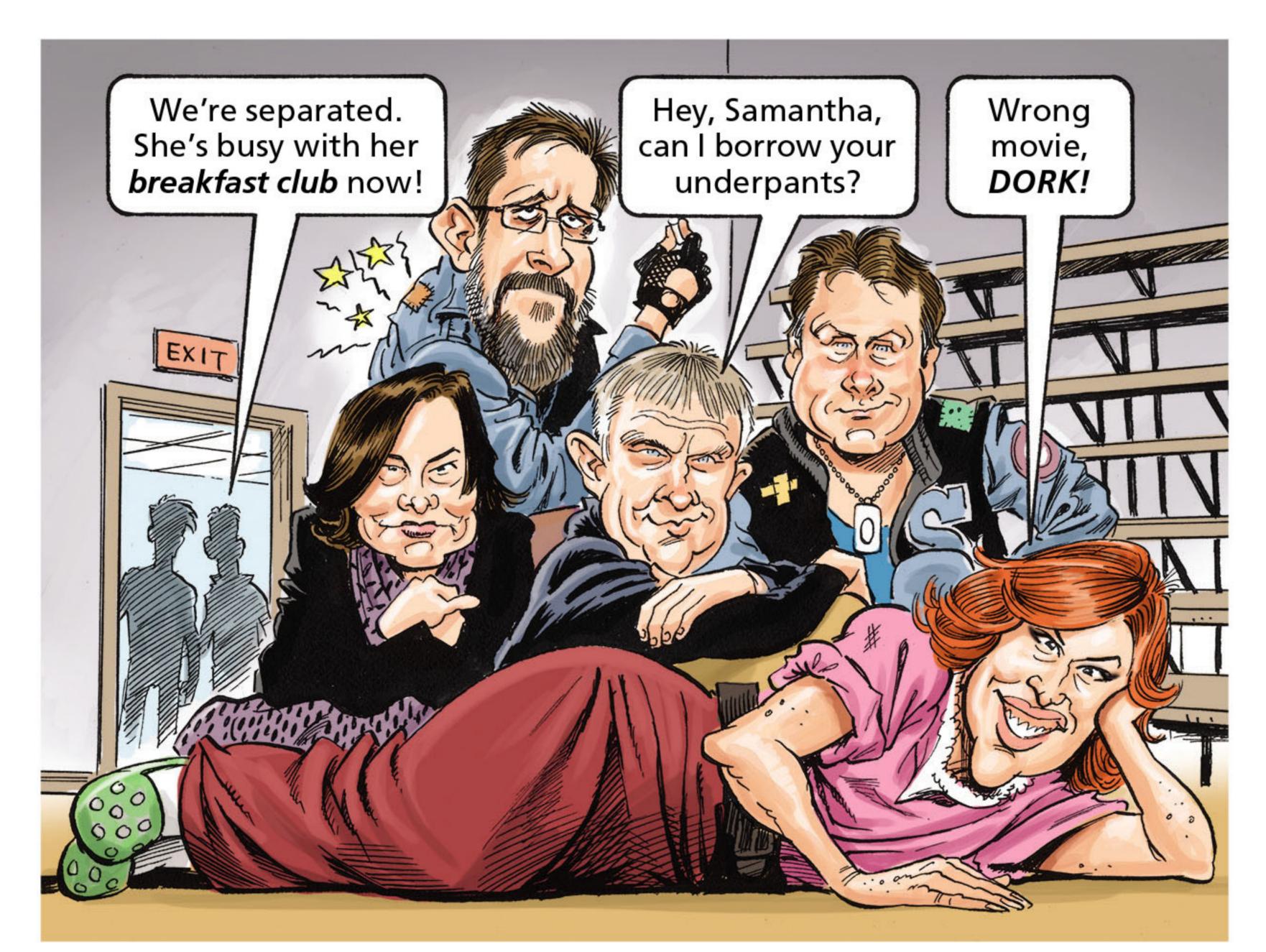


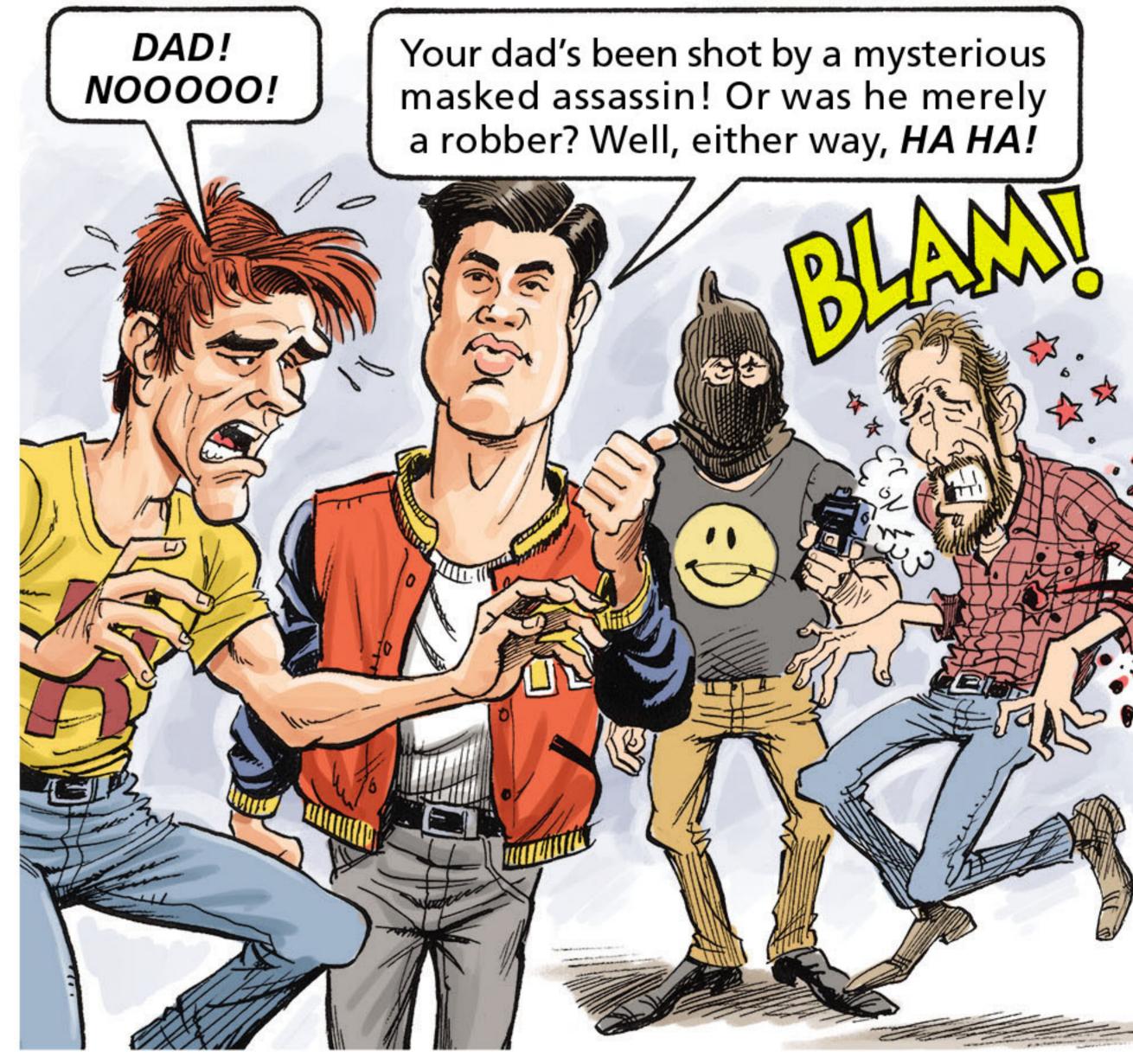


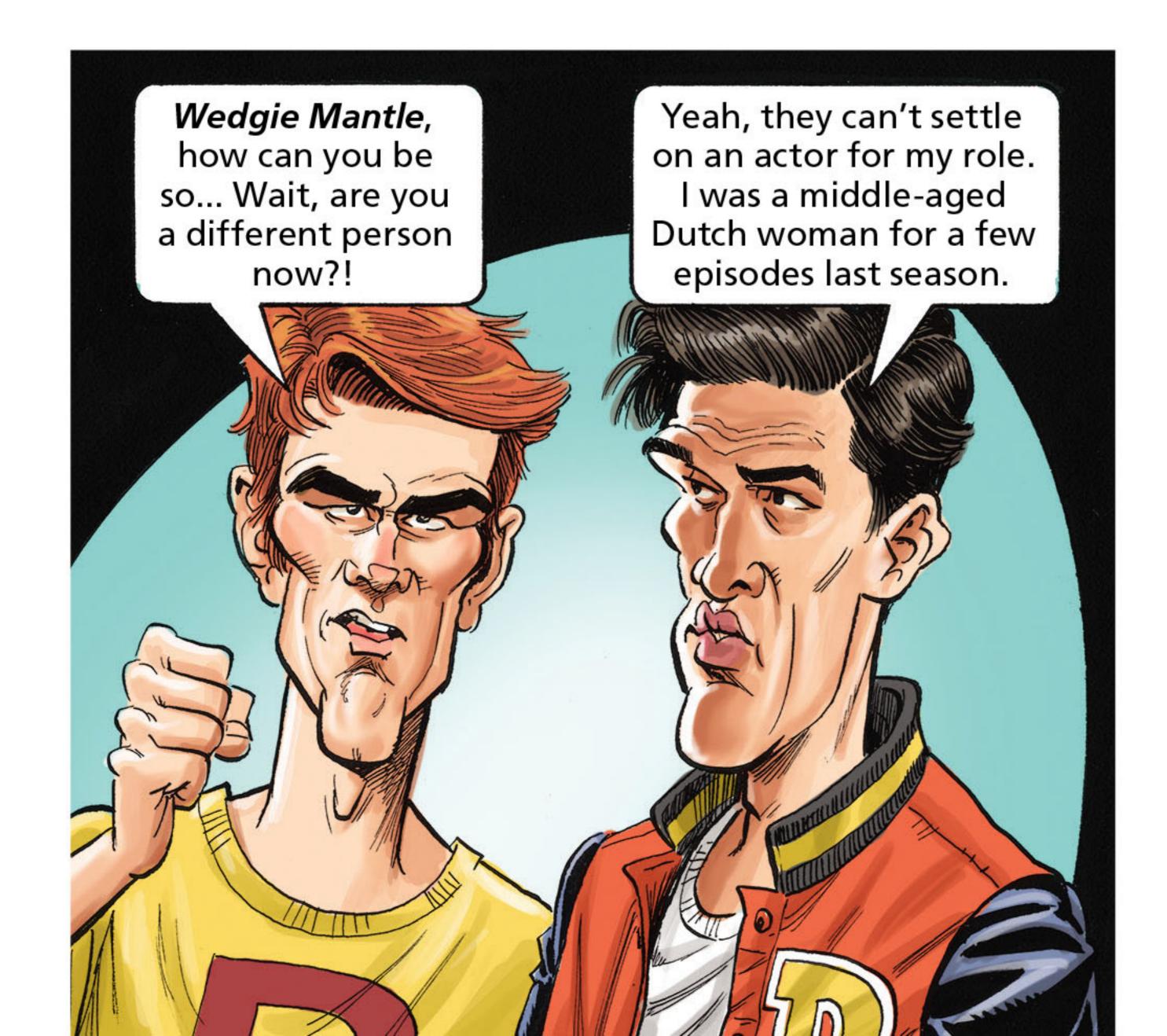




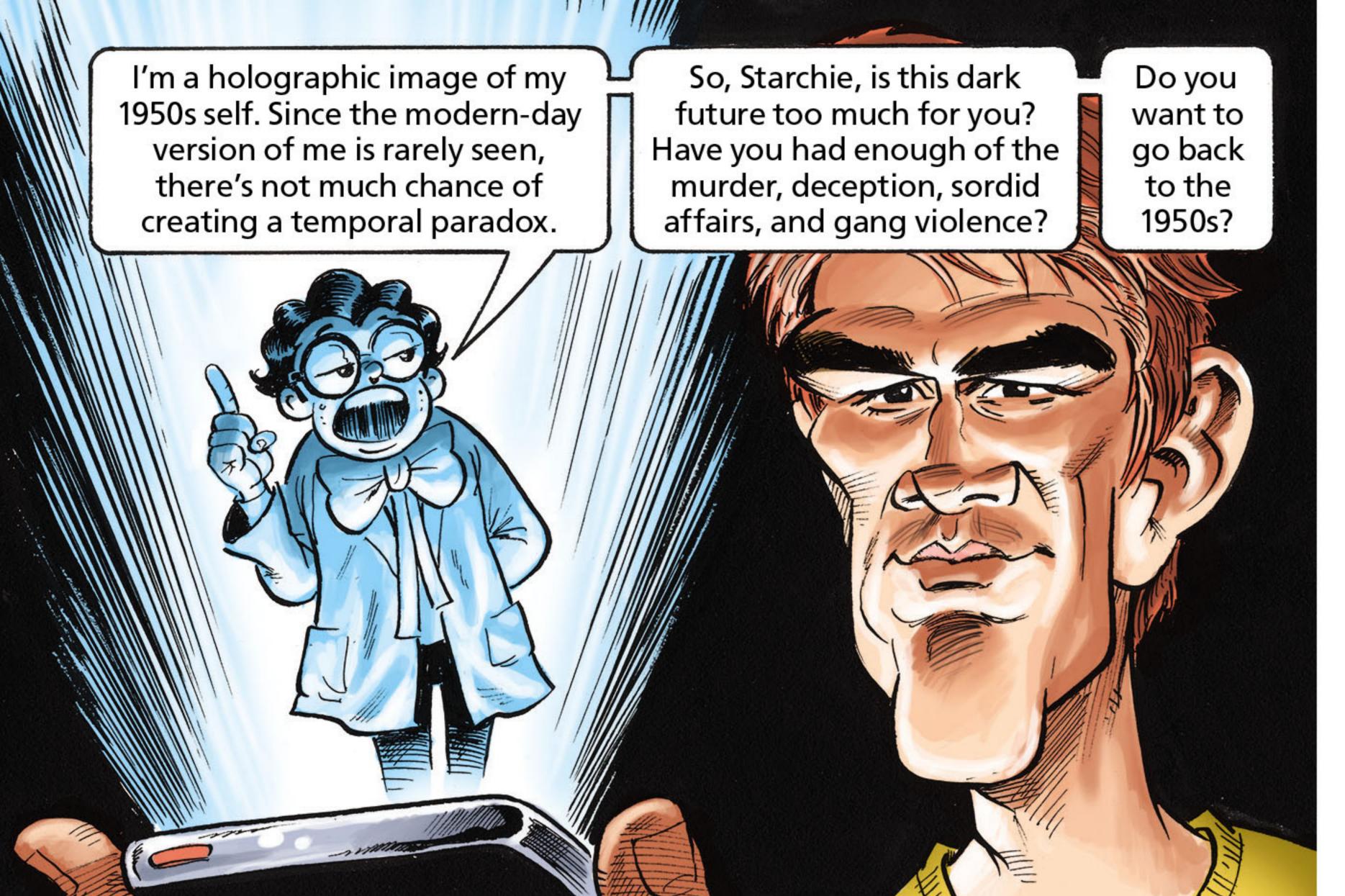




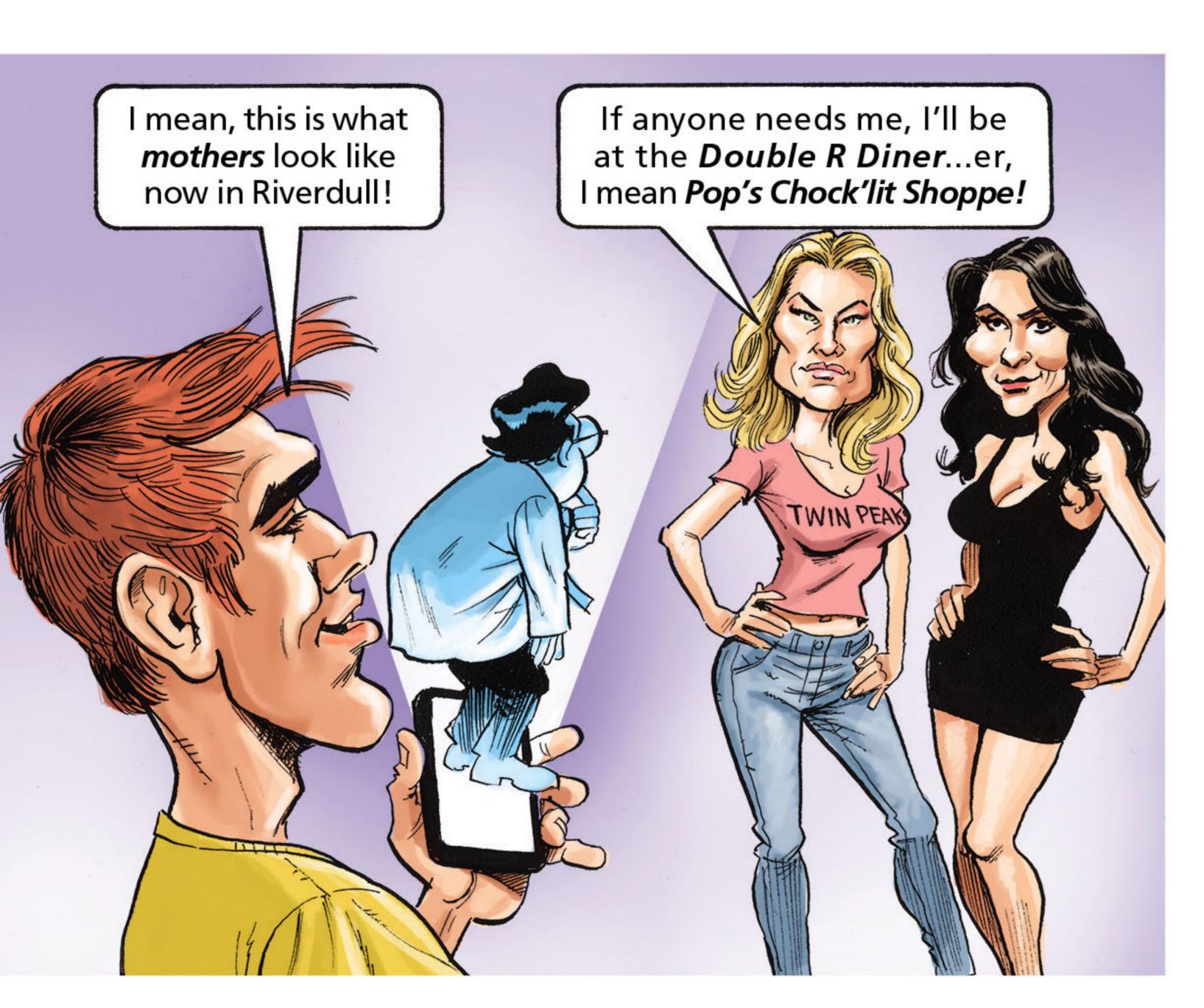




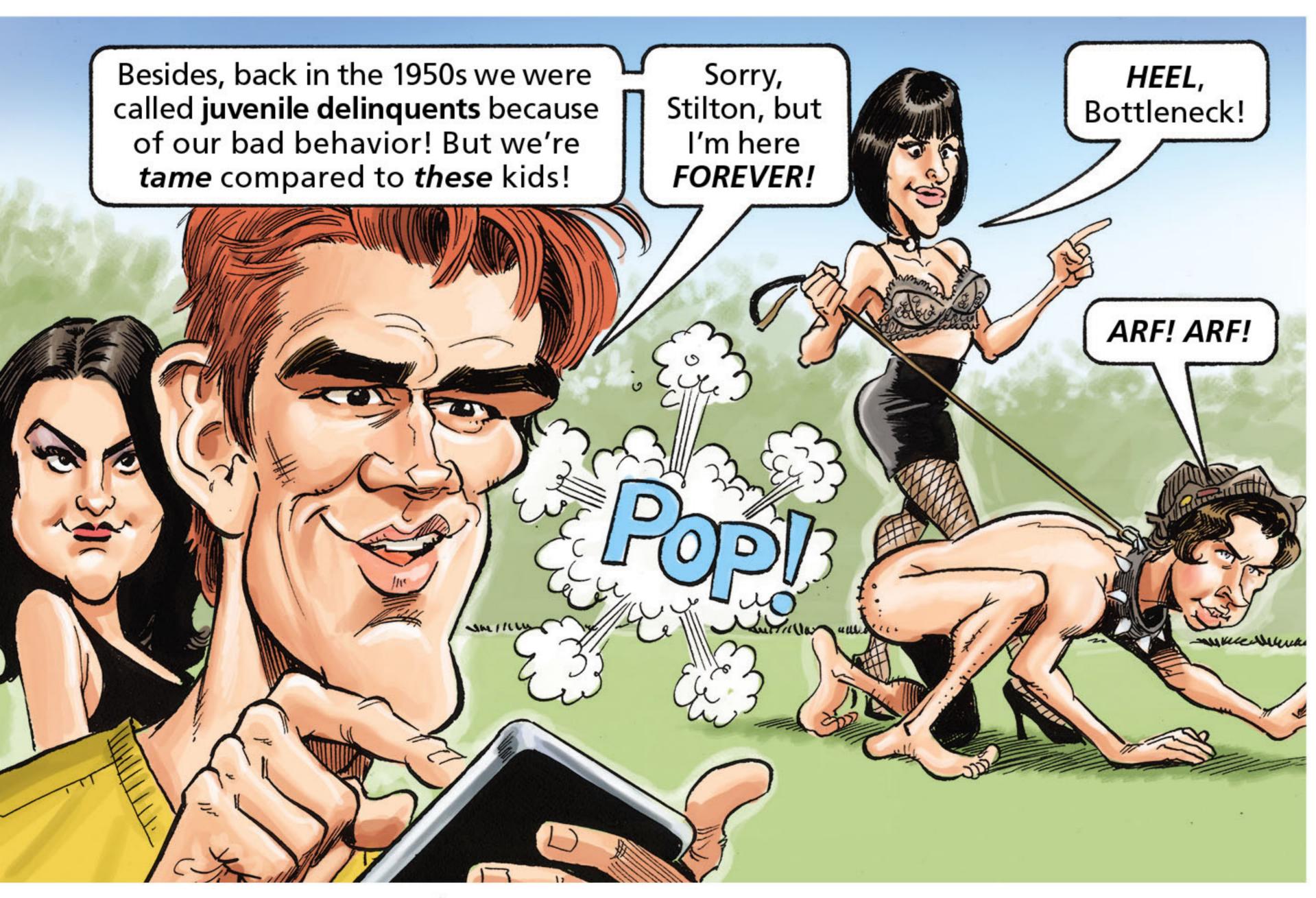


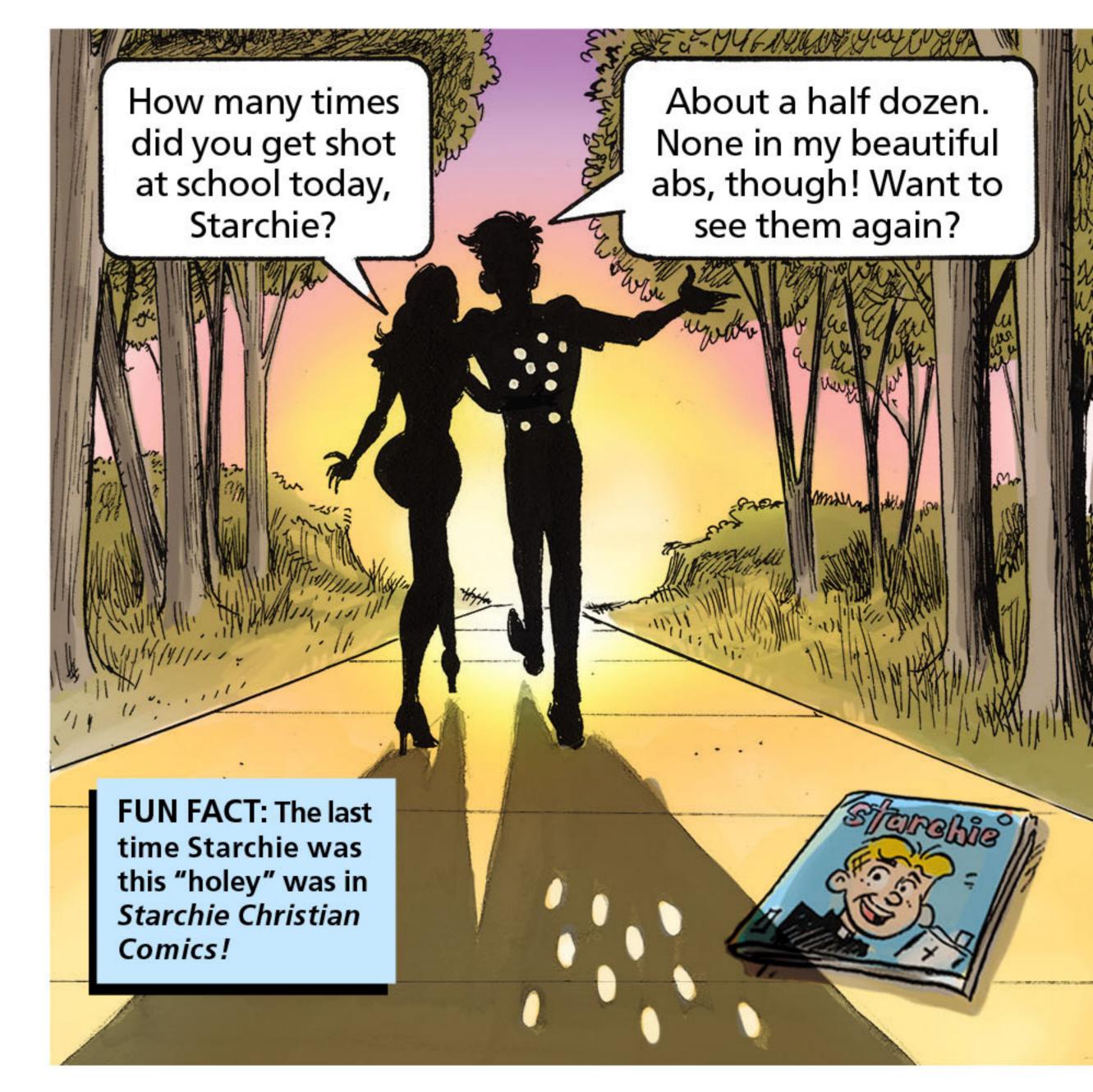






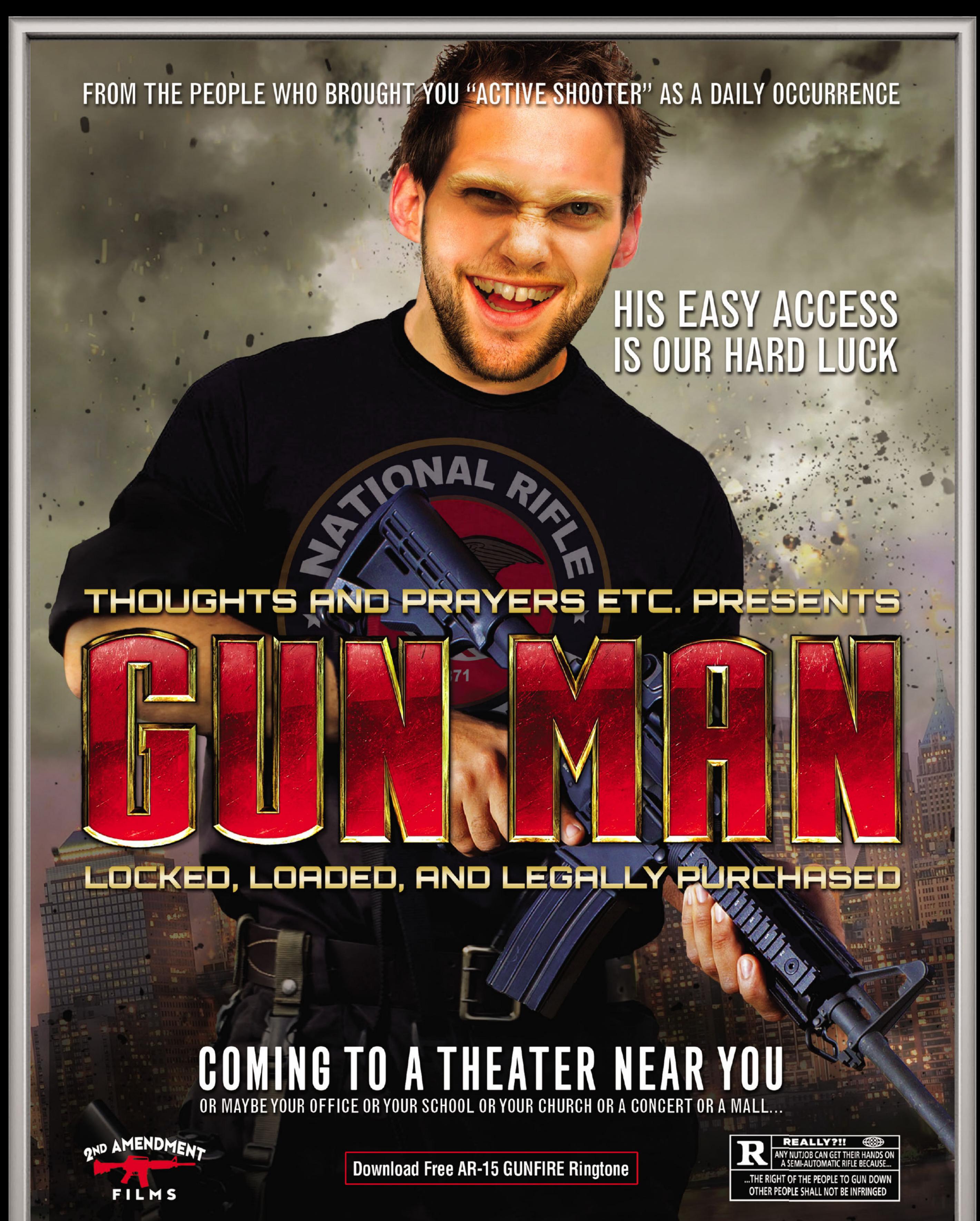


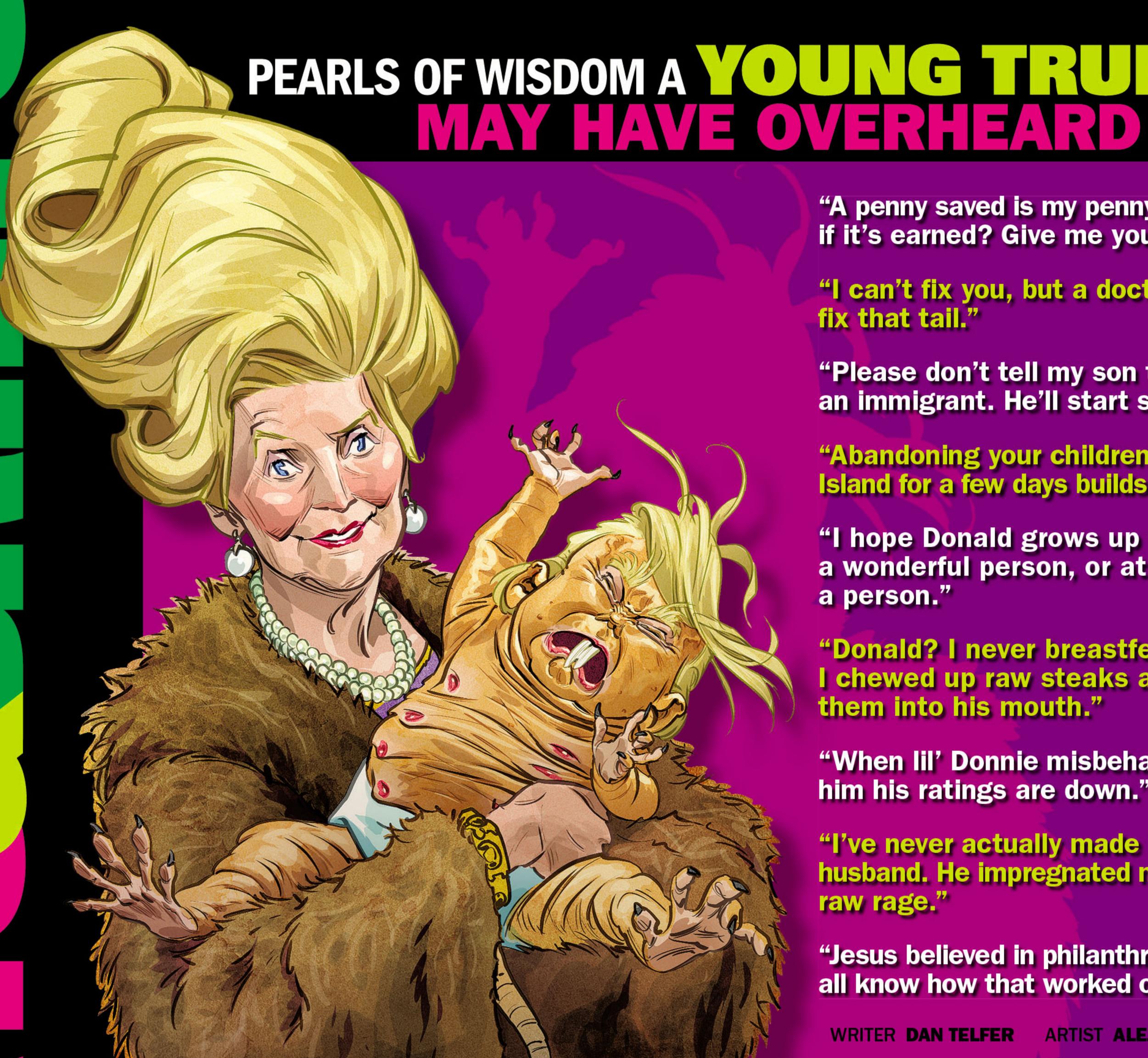






### MOVIES WE'D LIKE TO SEE (ON THE CUTTING ROOM FLOOR)





"A penny saved is my penny. Who cares if it's earned? Give me your penny."

"I can't fix you, but a doctor can fix that tail."

"Please don't tell my son that I'm an immigrant. He'll start shrieking."

"Abandoning your children at Coney Island for a few days builds character."

"I hope Donald grows up to be a wonderful person, or at least a person."

"Donald? I never breastfed him. I chewed up raw steaks and spit them into his mouth."

"When lil' Donnie misbehaves, I tell him his ratings are down."

"I've never actually made love to my husband. He impregnated me with his raw rage."

"Jesus believed in philanthropy, and we all know how that worked out for him."

## EASTER BASKETS

What sort of cream did some cad bury in these eggs? That's a mystery we don't intend to solve!

This toy bunny seemed cuddly—until we realized he was made from hairbrush remnants.

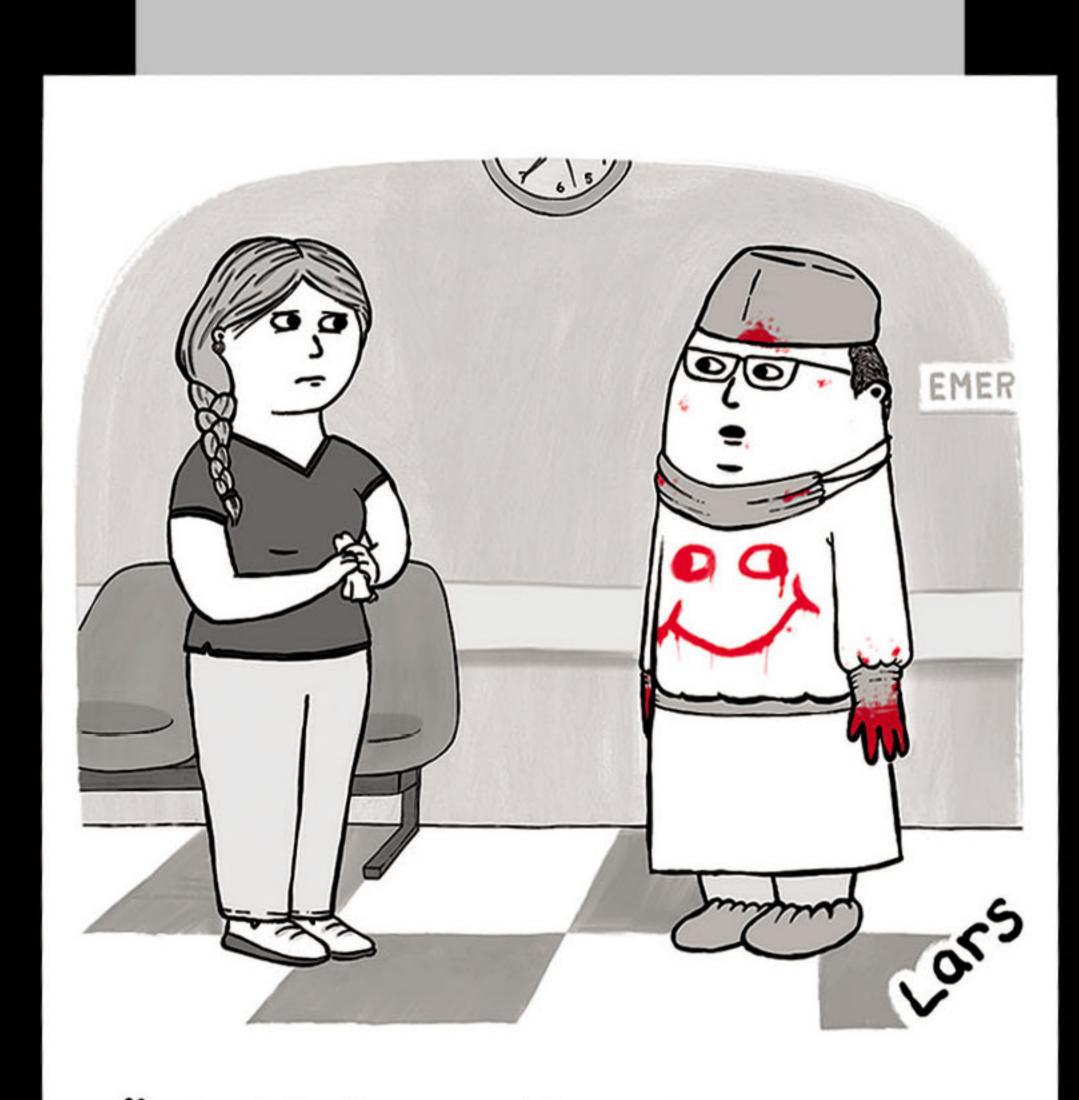
K-Y Jelly Beans

Turned out we weren't supposed to put these in our mouths.

Hershey's Rabbit Pellets

The most unsavory-looking Hershey's-related thing since the Squirts.

These chicks taste sweet, but their racy poses



"We did all we could... and some things we probably shouldn't."

WRITER & ARTIST LARS KENSETH



WRITER KENNY KEIL

CALIFORNIA

Due to extreme drought conditions, bong water can only be changed out once a month.

Recreational cannabis is completely customizable and available in tall, grande, and venti sizes.

Buying and selling marijuana is prohibited but, thanks to a gun show loophole, can be given away for free with the purchase of an assault rifle.

MISSOURI
Having marijuana is a Class 1 felony, thanks to the lobbying power of Big Meth.

It's legal for those suffering from moose attacks or moose attack-related anxieties.

ARKANSAS
Intent to distribute is still considered a Class 4 felony, right up there with burglary, vehicular manslaughter, and teaching evolution.

**DELAWARE**Possession is a crime punishable by up to 15 years in Delaware.

## NEW FRONTIERS OF GENTRIFICATION

ARTISANAL EVERYTHING? BRING IT ON! WE CAN'T WAIT TO BE PRICED OUT OF EXISTENCE!



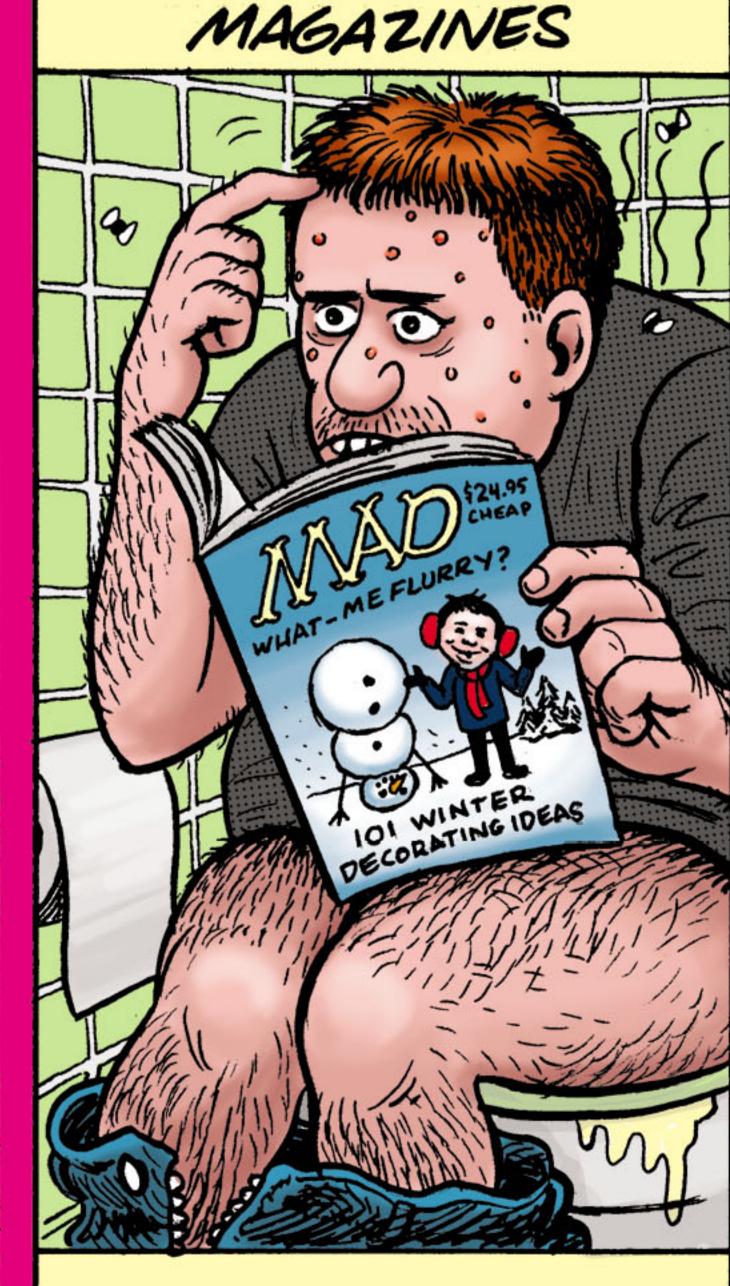
THE SAME NUTRITIONALLY DEFICIENT GARBAGE YOU'VE COME TO EXPECT, BUT DORITOS ARE IRONICALLY \$8.



BLUEBIRDS CARRY YOUR DESTINATION-WEDDING INVITE TO YOUR EX-BOYFRIEND'S STUDIO APARTMENT.



THEY COST \$14 TO USE, BUT THE TOILET PAPER IS VEGAN.



THE NEXT ISSUE OF MAD WILL BE "CURATED" BY A 23-YEAR-OLD LIFESTYLE BLOGGER NAMED BRYNN.





WRITER & ARTIST JOHNNY SAMPSON

WRITER & ARTIST JASON CHATFIELD

### DORN ADS FOR WOMEN

WRITER ALISON STEVENSON





THAT 'MAKE AMERICA GREAT AGAIN' THING SO FAR

WRITER & ARTIST BOB ECKSTEIN

## ME ALONE



WRITER & ARTIST CHRIS FAIRBANKS







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## A FUN LITTLE INTERNATIONAL HEALTH CRISIS

I had not read your magazine since the early '90s. A few years back, while cleaning out a storage room at work, I came across an issue hiding behind a stack of file boxes. After reading it from back to front (that's how we read here in Canada!), I could not understand how as a youth I could enjoy such a piece of crap. I have bought every issue since then and feel my brain might be imploding. I am under the belief that, like KFC, there is some sort of addictive masochistic drug in your product. I therefore have sent a sealed copy to Health Canada for their inspection in the hope that they ban its import.

#### Wayne Donovan, Ottawa, Ontario, Canada

Whistle-Blowin' Wayne—
The only thing addictive in our magazine is the humor! That said, Health Canada recently ordered a bucketful of "original recipe MADs" and a side of mashed potatoes for "research." That's crazy. We stopped serving mashed potatoes years ago! Anyway, sorry about your brain! —AT

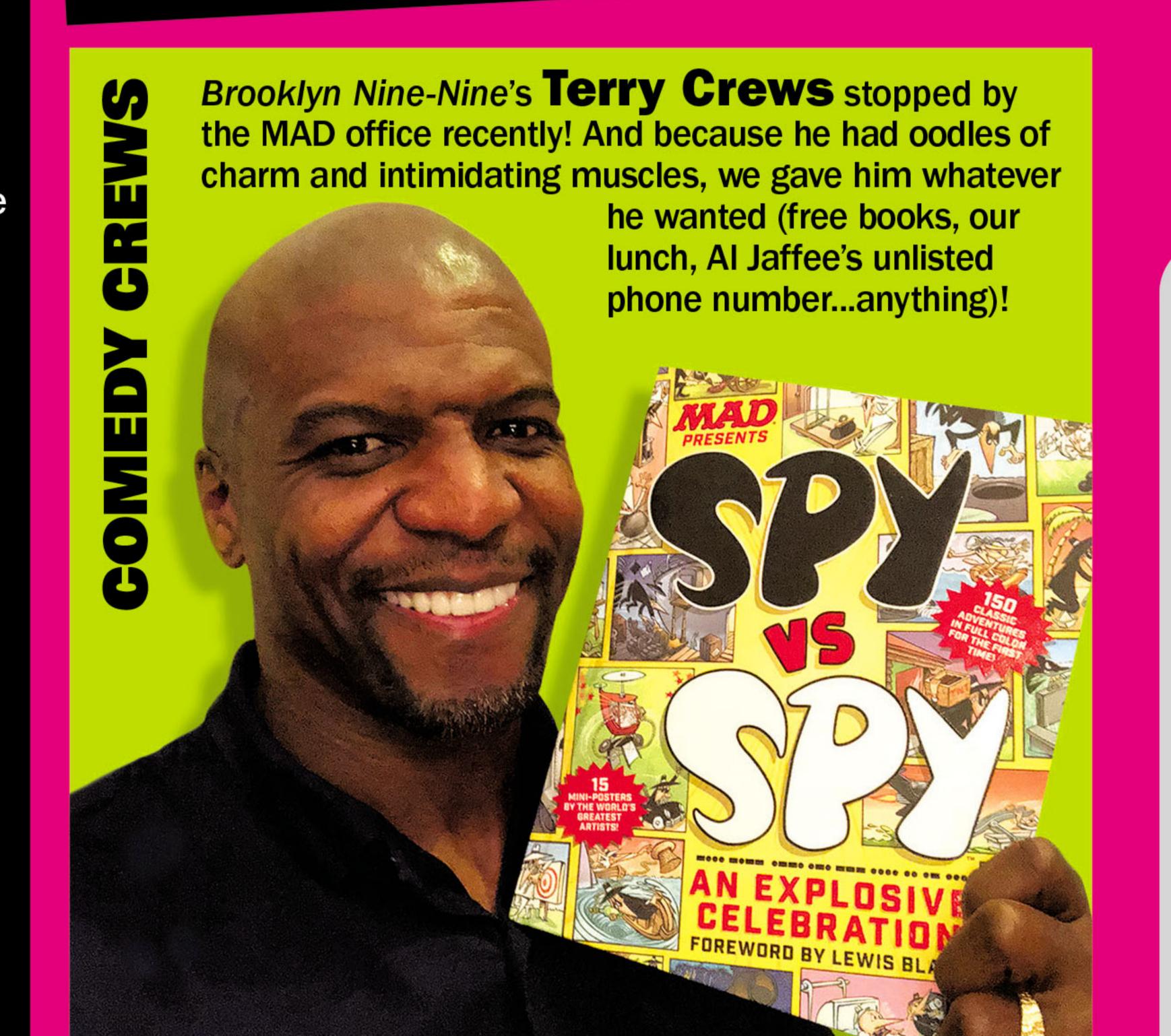
# I've been reading MAD for nearly 70 years.

Back then comics were 5 cents and MAD was 10. Throughout school, 4 years in the Air Force, and 37 years in the Baltimore City Fire Department, I've had schoolmates, fellow workers, and family hint that I may have mental problems. I've been wondering if my reading MAD may have influenced these conclusions. Have any of your other readers ever had similar thoughts?

#### Bob Hatoff, Rosedale, MD

Hats Off to You, Bob—We like the way you think. For some reason, the best psych wards all ban MAD from their premises (probably because it would cure all their patients and they'd be out of business). Next time your family calls you crazy, tell them how crazy you'd be without MAD!

## —Alex Taffer, MAD Intern and Chief Letter Answerer



#### ALFRED LOOK-ALIKE OF THE ISSUE



Thank goodness for young reader

Derek Mahoney, a class president to replace our current crass president! Derek, is it safe to assume your "What—Me Worry?" slogan worked and you now rule the school? Better get busy fulfilling those campaign promises! Have you built that wall between your grade and the lower classes yet? And don't forget those annoying teachers! "LOCK THEM UP! LOCK THEM UP!"

#### TWO FOR THE AGED

In Issue 501, Oct. 2009, I had a letter published in MAD. You entitled it "One for the AGED." I was 75 and that was fun, even for someone my age. My nephew, who is now 41, told me he and his friends have tried to get a letter in MAD and none have managed it. This note is to report that I am still alive.

#### Bonnie Thoma, Yuba City, CA

Boasting Bonnie—Thanks for the update! We here at MAD firmly believe that spite and over-competitiveness extend one's lifespan, and we're happy to print this second letter so you can wave it in your nephew's face. To your upcoming 84th! —AT

#### BIGLY SHOES TO FILL

DONALD TRUMP'S SHOE BRAND

So, if Donald Trump trad his
own shoe brand, instead of converse,
it would be Controverse, like controversy.
And if You Know, Converse shoes
And if You Know, Converse Shoes
are called Chuck Taylors. But his
shoe brand, "Chuck Traitors."

Jackson Louden. Frankfort, KY. Age.



Extremely Louden and Incredibly Close—We think this is a great idea! Our president's many failed business ventures could have used someone who thinks outside the shoebox such as yourself! Imagine "Trump Stanks" instead of Trump Steaks (featuring rib-eyes full of real ribs and eyes!), "Trump Podka" instead of Trump Vodka (made with Tide Pods!), and Celebrity at Dentist instead of Celebrity Apprentice (a weekly hour of stars getting their teeth drilled without any painkillers)! Maybe if he'd been a more successful businessman, he wouldn't have had to run for president! —AT



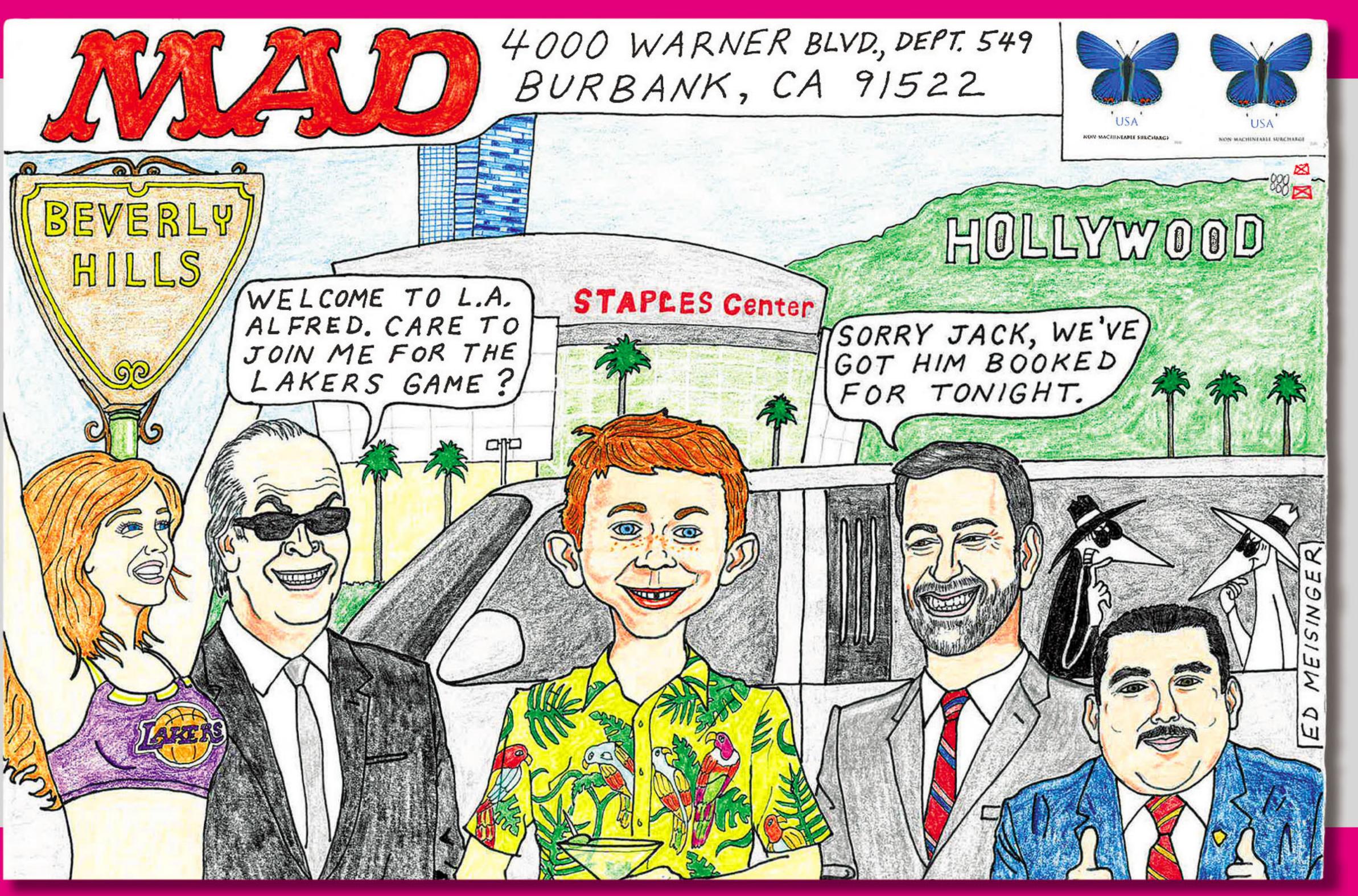
When I told a photography group that my interest in art had been influenced by the drawings of Charles Schulz and the artists of MAD Magazine

## they all laughted.

Do you think that I should conceal my love of Peanuts?

#### Tom Janzen, Maynard, MA

Jan-Zen Master—You're wise to surmise it was your love of Charlie Brown and not MAD that made people ridicule you. All those simple lines forming characters so cute you barely notice their underlying angst...how shifty! (And we're not saying that because we have *Peanuts* envy.) Flaunt only your MAD fandom to avoid future embarrassment. —AT



A MAD salute to **Ed Meisinger** of Mendota Heights, MN, who was willing to entrust the U.S. Postal Service with his beautifully illustrated envelope! Thanks for blowing through a whole deluxe box of Crayolas for us, Ed! A little tip on realism from us Los Angelenos: No Lakers cheerleader would ever get that close to Jack Nicholson.

Attached you will find a picture of four members of the Cannizzaro family: my grandfather Joe Jr., my father Joe III, Uncle George, and myself, Joey IV. You'll notice each is holding an issue of MAD from the decade when they were a kid. The purpose of this picture is to capture half of MAD's readership.

#### Joey Cannizzaro, Chicago, IL

Joey the Fourth—What a touching tribute this would be... if you hadn't said that a few average Joes (and a George) make up 50 percent of MAD's audience. We have more than eight readers, sir! But your photo is so adorbs (goofy jammies aside) that we'll let it slide. —AT



As Americans, we all have had to read a classic book during junior high or high school, and now it's my turn. My teacher told me to read a classic, and I was wondering if I could argue that MAD is one, since you guys started in the '50s. Could you write me a letter back that I can give my teacher telling her MAD is a classic? Thanks, and keep up your amazing satire!

#### Jared Hall, Halifax, MA

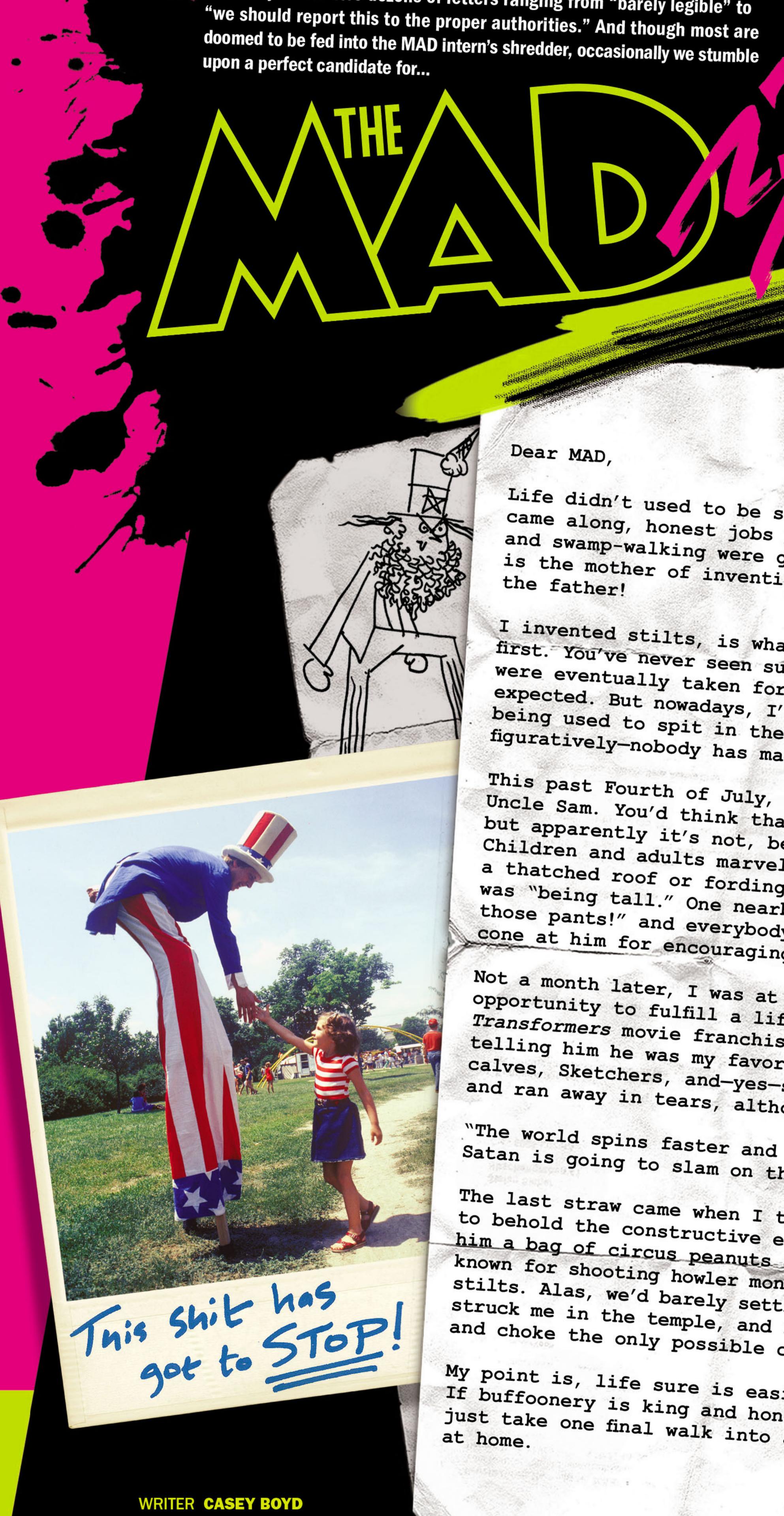
Study, Hall—As Americans, we've indeed experienced this classics-reading ritual you wish to escape. Don't worry, we've got you covered! Just show the following to your teacher:

Dear Privileged Educator of Jared Hall, Let's face it: Moby Dick is beneath this kid. Luckily, his literature of choice, MAD, also contains bits about a bloated mammal and maniacal obsession, and that's just the Trump stuff. There's plenty here that can prepare your student to be—like Dick's Ahab a rebellious, ranting citizen.

You're welcome, Jared. —AT

## SPECIAL THANKS

We're MADIy indebted to John Ficarra, Sam Viviano, Charlie Kadau, Joe Raiola, Dave Croatto, Jacob Lambert, Ryan Flanders, and Patricia Dwyer for their wisdom and guidance, and for still taking our calls. We also want to thank ALL the MAD geniuses and Idiots who have gone before us. You raised the bar pretty high, so we'll raise a glass to you at the bar.



Dear MAD.

**▲** Each day we receive dozens of letters ranging from "barely legible" to

Life didn't used to be so easy, if you ask me. Until stilts came along, honest jobs like apricot-picking, drywall repair, and swamp-walking were guaranteed death sentences. "Necessity is the mother of invention," they say, which I suppose makes me

I invented stilts, is what I'm saying. I was hailed as a hero at first. You've never seen such happy; still-alive snake-feeders! Stilts were eventually taken for granted, which I suppose was to be expected. But nowadays, I've noticed a troubling trend: Stilts are being used to spit in the face of God Himself (I mean this figuratively-nobody has made a pair of stilts that tall).

This past Fourth of July, I saw a man in a parade dressed as Uncle Sam. You'd think that would be enough to get the crowd going, but apparently it's not, because get this: He was also on stilts! Children and adults marveled, not because this man was repairing a thatched roof or fording a swollen creek, but simply because he was "being tall." One nearby father shouted, "Look at the size of those pants!" and everybody laughed and laughed. I hurled my waffle cone at him for encouraging our Uncle's behavior.

Not a month later, I was at an amusement park and had the unexpected opportunity to fulfill a lifelong dream: meeting Sideswipe from the Transformers movie franchise! After reaching up for a high-five and telling him he was my favorite Autobot, I looked down and saw human calves, Sketchers, and-yes-stilts!! I called him a "fraud-o-bot" and ran away in tears, although the police report says different.

"The world spins faster and faster every day, and sooner or later Satan is going to slam on the brakes," I've been known to scream.

The last straw came when I took my troubled grandson to the circus to behold the constructive effects of animal imprisonment. I bought him a bag of circus peanuts and assured him that an institution known for shooting howler monkeys out of cannons would never misuse stilts. Alas, we'd barely settled into our seats when a circus peanut struck me in the temple, and I was left with no choice but to tackle and choke the only possible culprit: a clown on stilts.

My point is, life sure is easier with stilts, but at what cost? If buffoonery is king and honest stilt work is truly dead, I may just take one final walk into a deep hot swamp and leave my stilts

> Tragically, T.T. Fulton

ADDITIONAL PHOTOS VIA DREAMSTIME.COM © AMERICANSPIRIT • BILLY ALEXANDER

Sometimes it's not enough for us to have your fan mail—we also want your SOUL. Well, we finally figured out a way to take that from you: Just send us a true story about something STUPID you actually did, and acclaimed cartoonist Mike Holmes might make it into a comic strip! Introducing...





















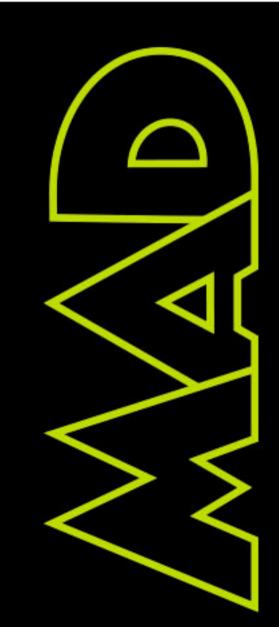




This issue's story submitted by **Dan Telfer**.

Have a real, dumb story that happened to you? Want to share your shame with the world by having it illustrated in MAD? Write it up and send it to realdumb@madmagazine.com! If it's dumb enough, we'll make it into a comic!

> All stories submitted to realdumb@madmagazine.com may be edited (including changing the names of people or places mentioned in the story), illustrated at MAD's discretion, and published in MAD's Real, Dumb feature or in any MAD publication in any format and will not be returned.



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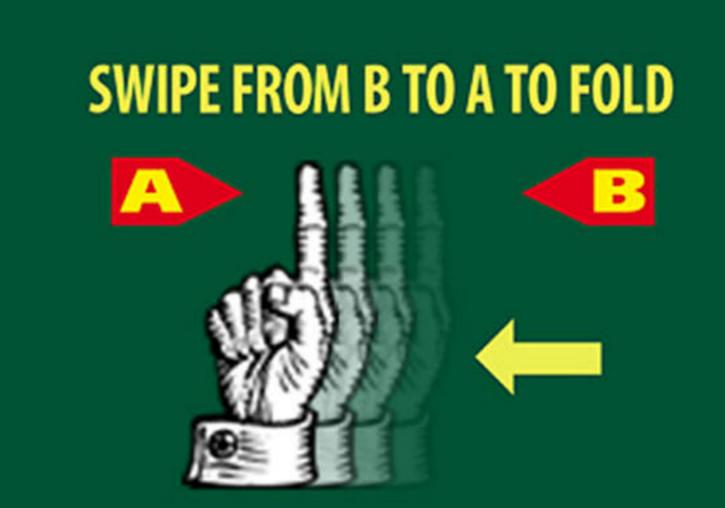
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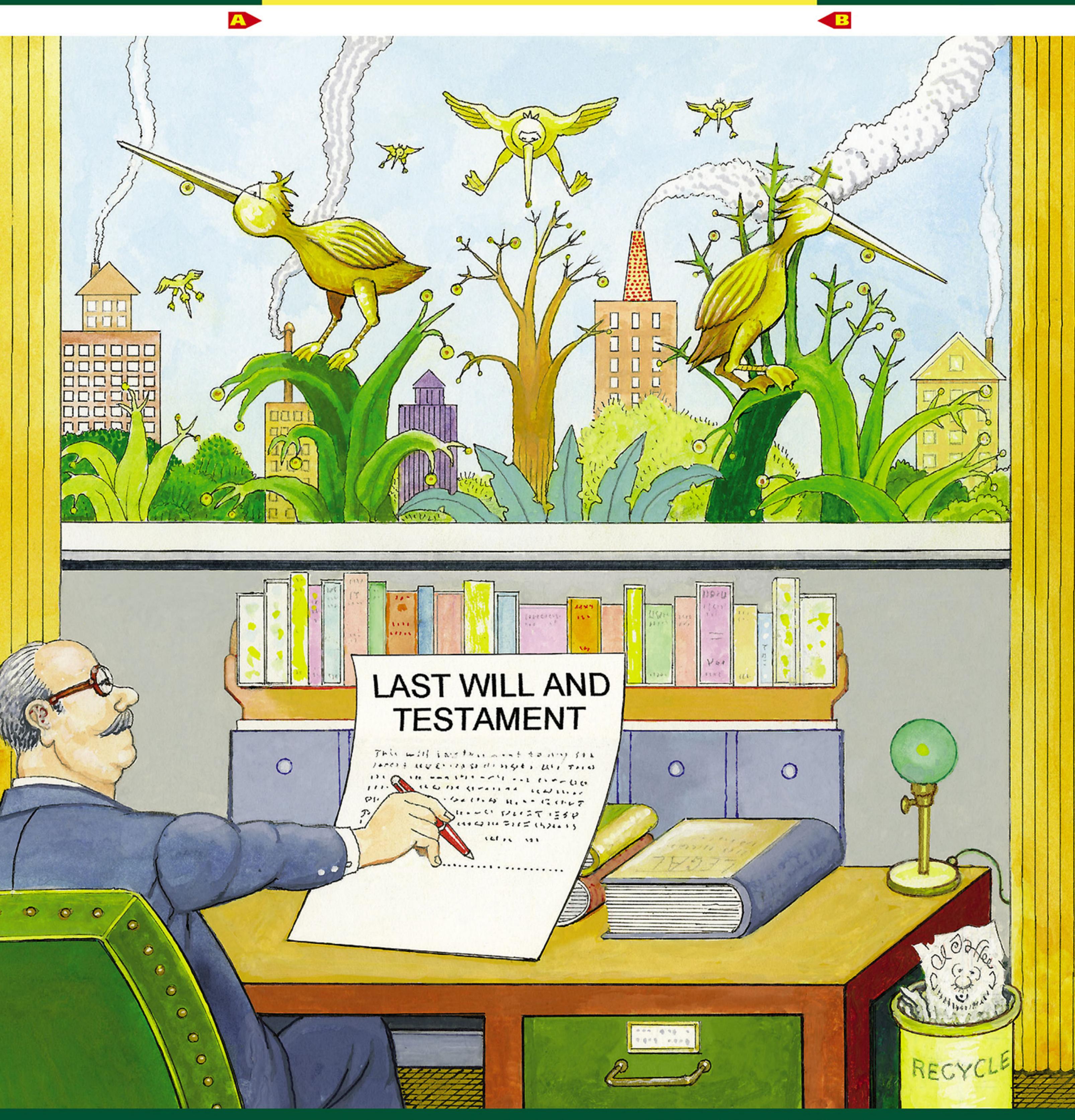
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WHAT IS THE
LAST THING MANY
AMERICANS DO
BEFORE DYING?

## HERE WE GO WITH ANOTHER RIDICULOUS TO LED - IN

Die-hard procrastinators put off writing their wills to the last possible minute. Nowhere is it carved in stone what the correct timing of his death-defying act needs to be. To see what this grave subject can lead to, fold page in as shown.





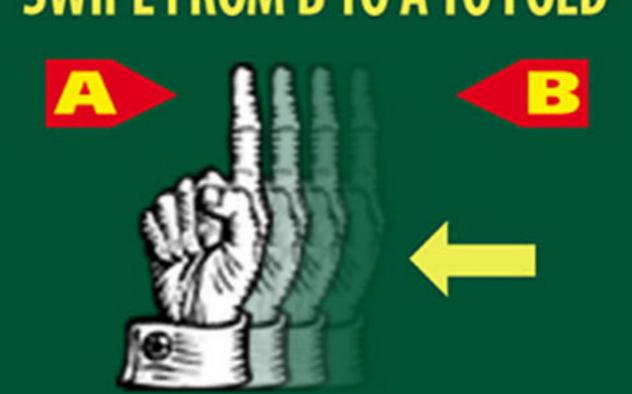
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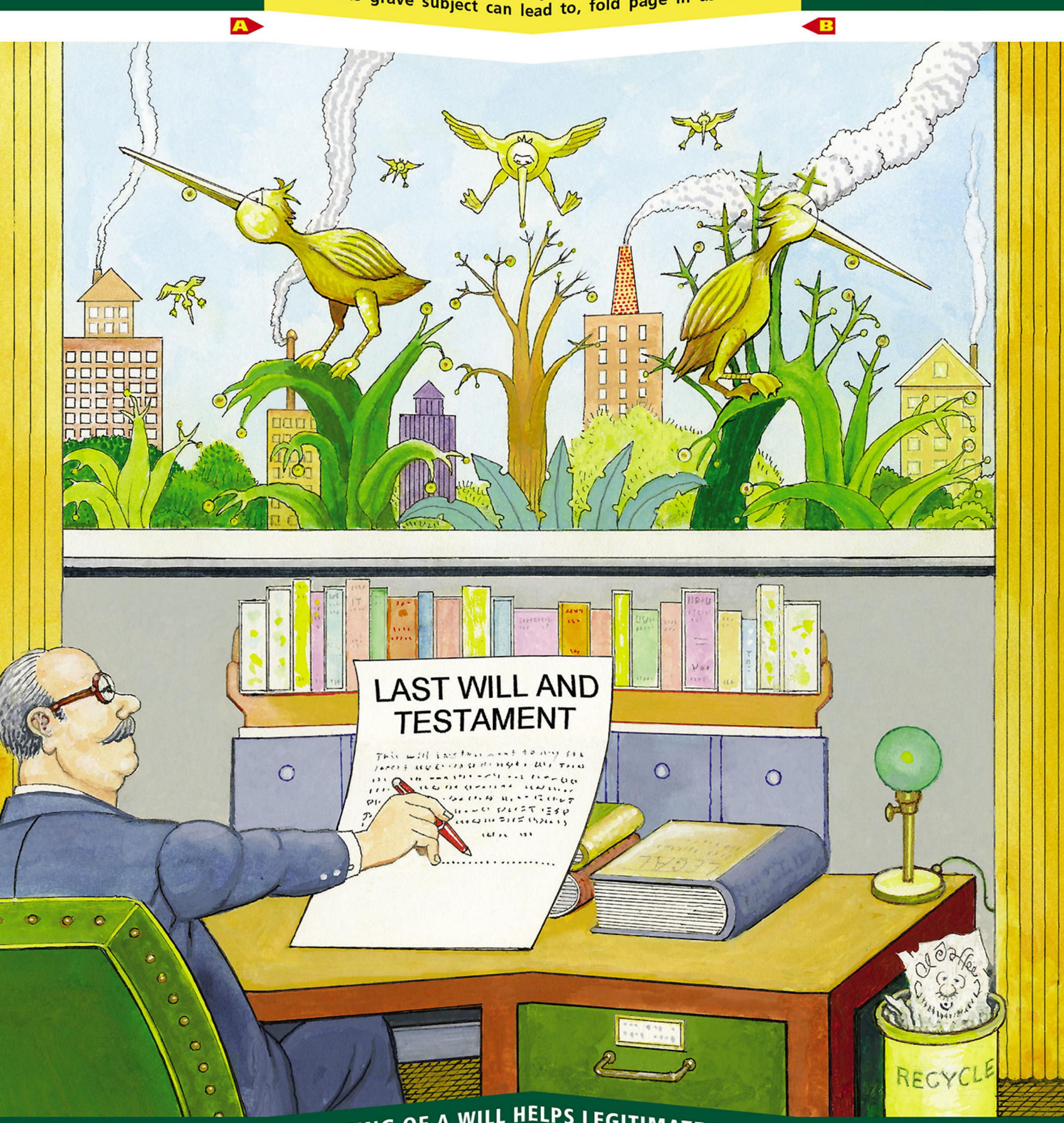


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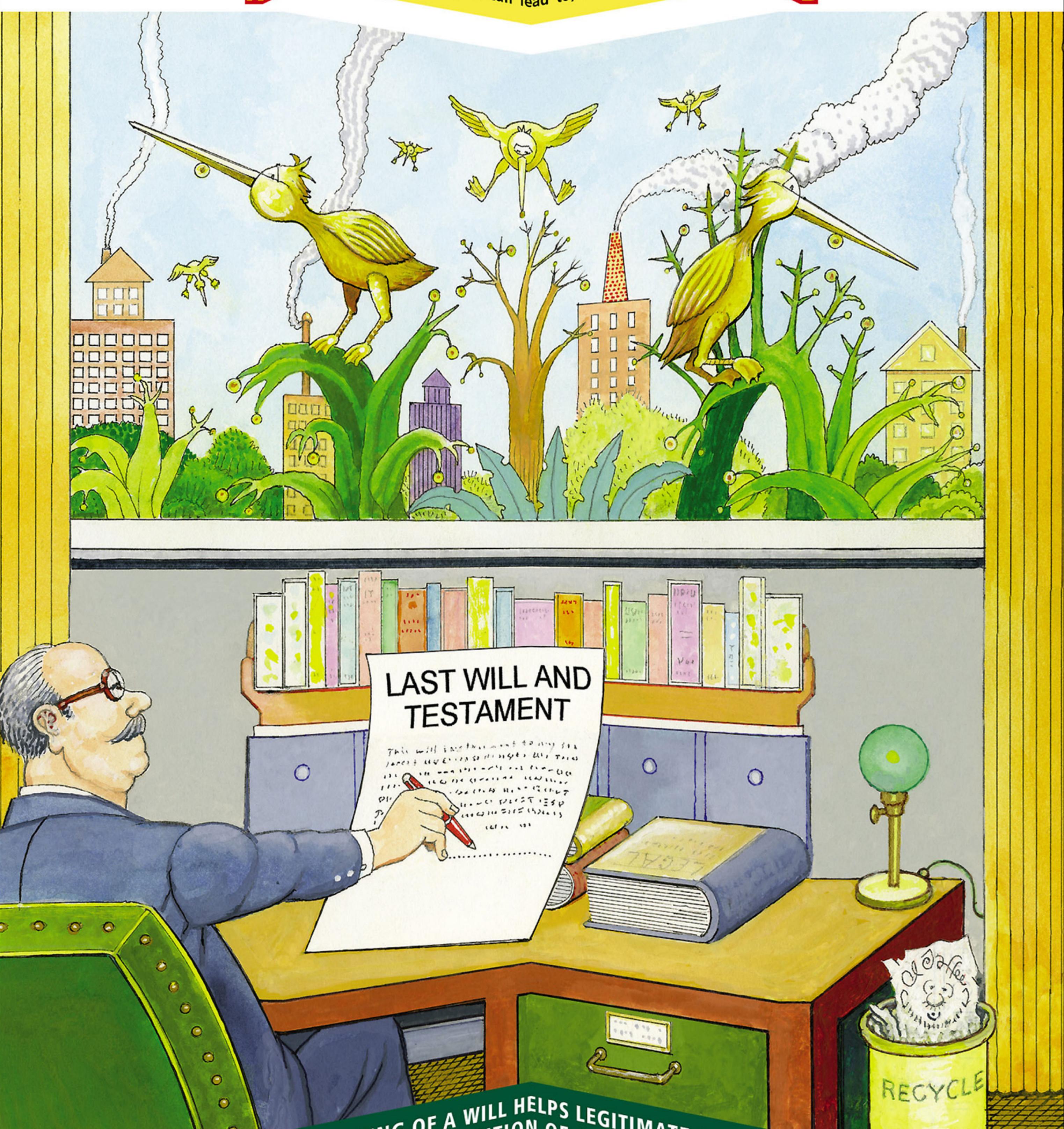
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Shown a shown **SWIPE FROM B TO A TO FOLD** 



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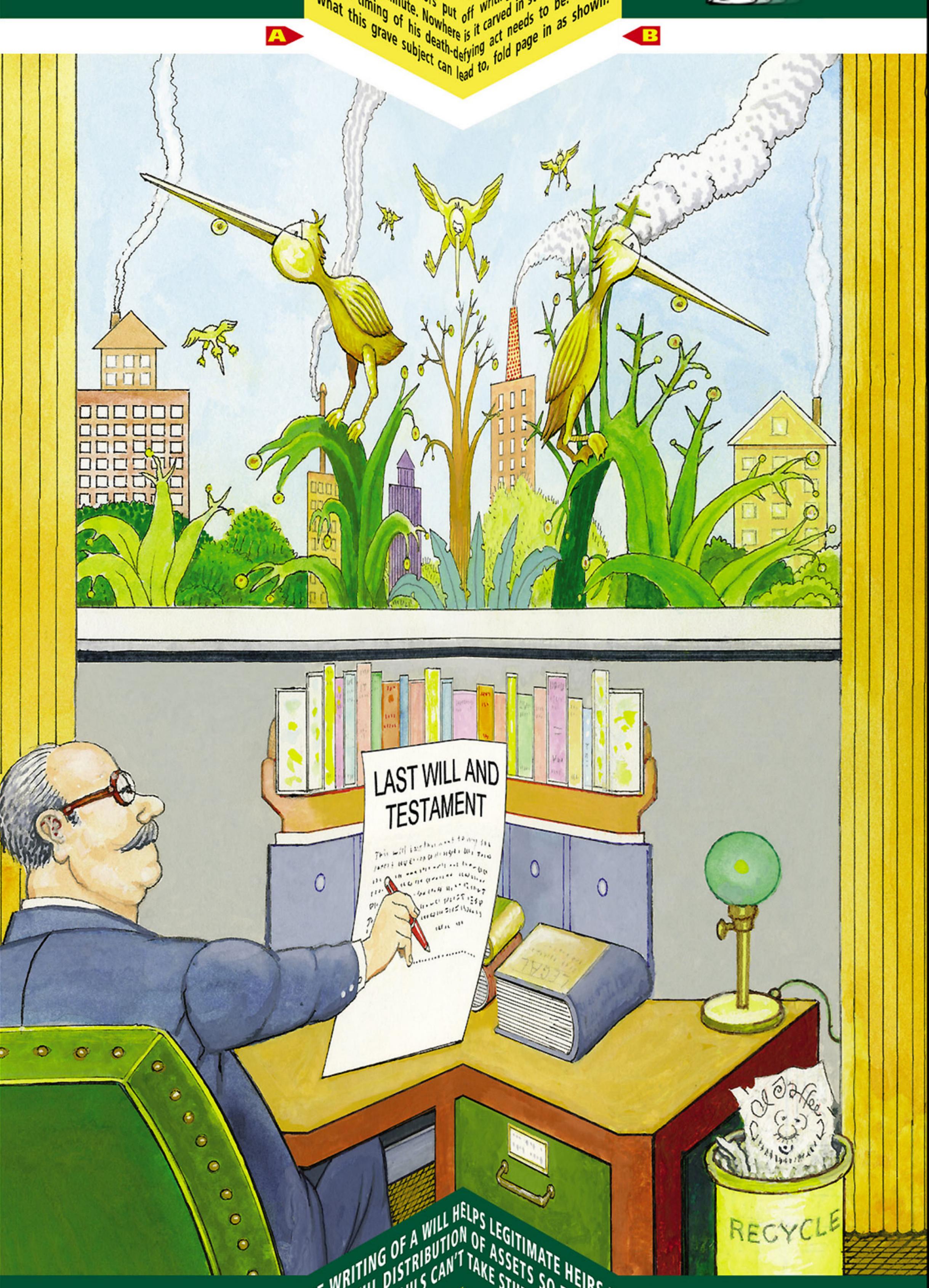
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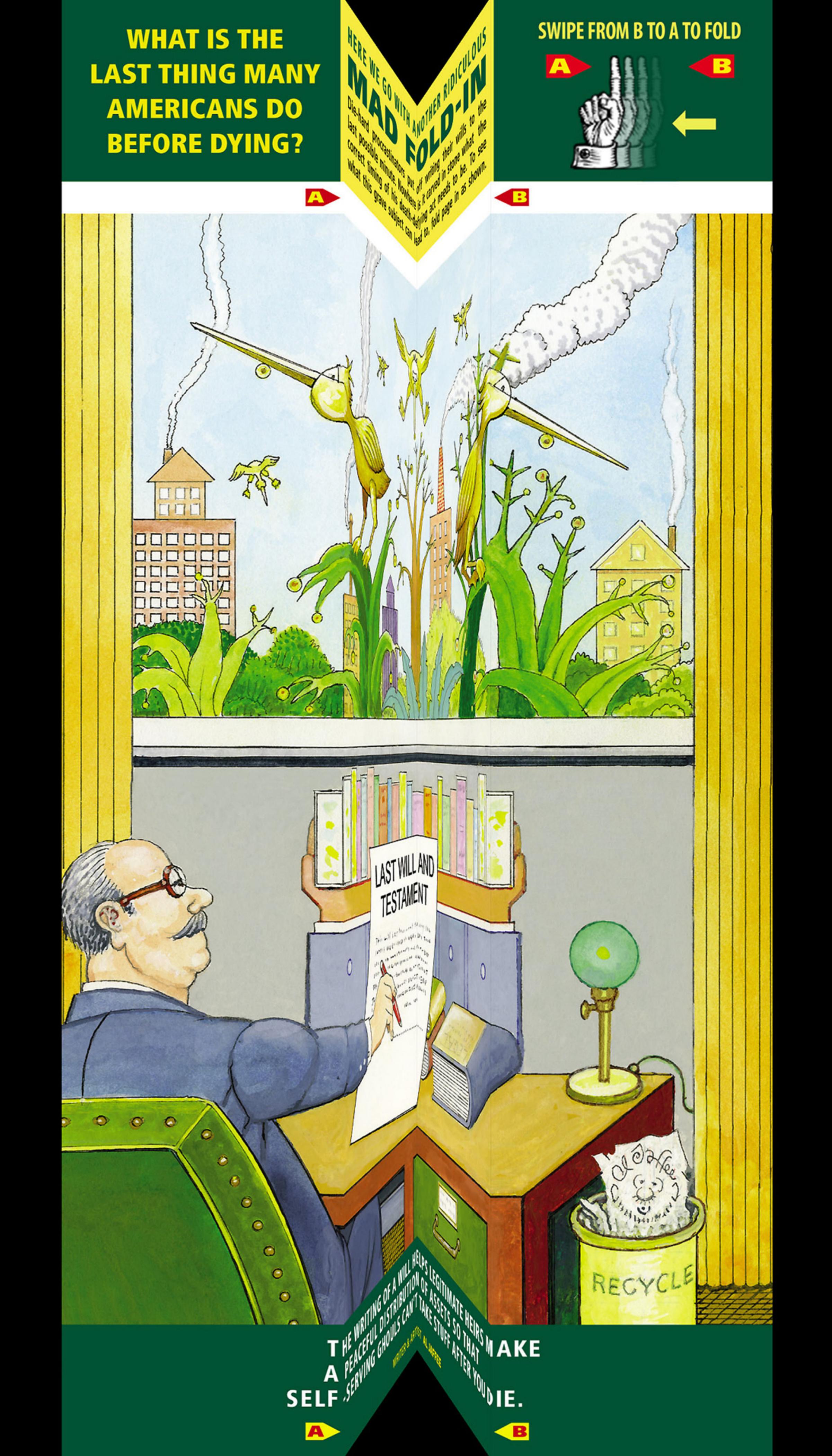
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#### WHAT IS THE LAST THING MANY AMERICANS DO BEFORE DYING?







TAKE A SELFIE.



# MAD'S GUIDETO PROTECTING YOUR HOME

These days, people are spending thousands of dollars buying high-tech burglar alarms, Internet security cameras, and solar spotlights...but you don't need to! Just use any of these home safety tips. You'll be safe (hopefully) and save a bundle!



TIPE

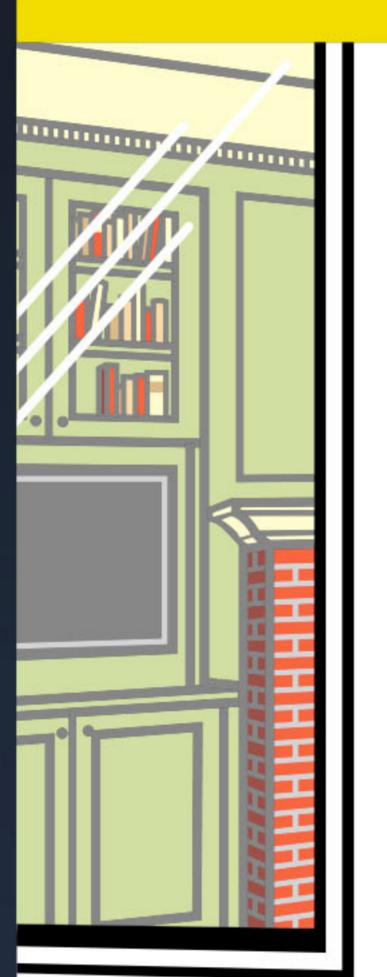
BLUFF THE BURGLARS WITH BOXES!



Collect all the empty boxes people throw out after they unpack their expensive security devices. Leave them on your front porch—it will look like you just bought all that stuff and installed it!

TIP 2

PUT UP FAKE SECURITY ALARM DECALS!



PROTECTED BY

A C R E

HIGH-SECURITY
ALARM SYSTEM!!

WOULD YOU LIKE TO BUY
FAKE SECURITY DECALS LIKE
THIS ONE?! YOU CAN!!

FAKE DECAL CO.
STUPIDVILLE, OR
U.S.A.

Warning! Make sure the decals really look authentic and don't have ads!

TIP

DON'T OWN A GOOD WATCHDOG? NO PROBLEM!



Attach an old piece of chain to a post near your front steps.

Make sure the unsecured end of the chain is visible and post the pictured sign. Thieves will leave thinking your killer dog is on the loose! Extra security tip: Bend open the last link. Intruders will think the killer dog was big enough to break that chain!

Feel free to add a couple of giant half-chewed bones!

**CAUTION:** These safety tips will help keep out burglars, but you may no longer get mail, package deliveries, or meter readings! But no door-to-door salespeople will call either!

TIP

MANNEQUINS ARE PEOPLE, TOO!

(AT LEAST THEY CAN LOOK LIKE PEOPLE!)



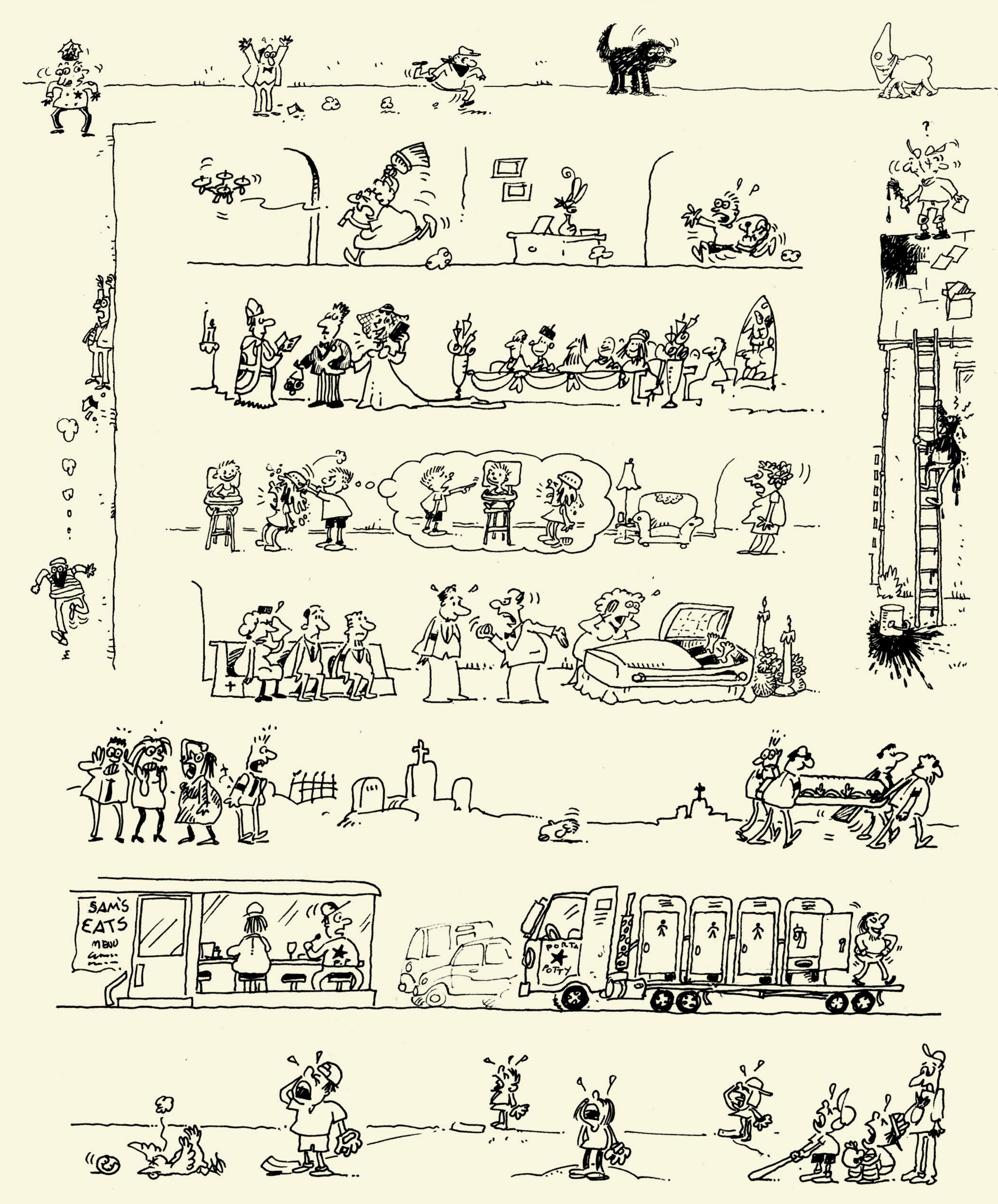
Pick up some discarded mannequin parts from a store (one closing due to online buying). Place an arm or leg inside a window with a suitable amount of "blood" (red paint, ketchup, etc.) to show thieves that you don't allow anyone to enter, especially through the windows!

A MAD PUBLIC DISSERVICE POSTER

WRITER DICK DEBARTOLO ARTIST TIMOTHY SHAMEY



## DRAWN OUT DRAMAS



## AND NOW, BACK BY POPULAR DEMAND, WE GIVE YOU:



## DIGITAL EDITION BONUS MATERIAL!

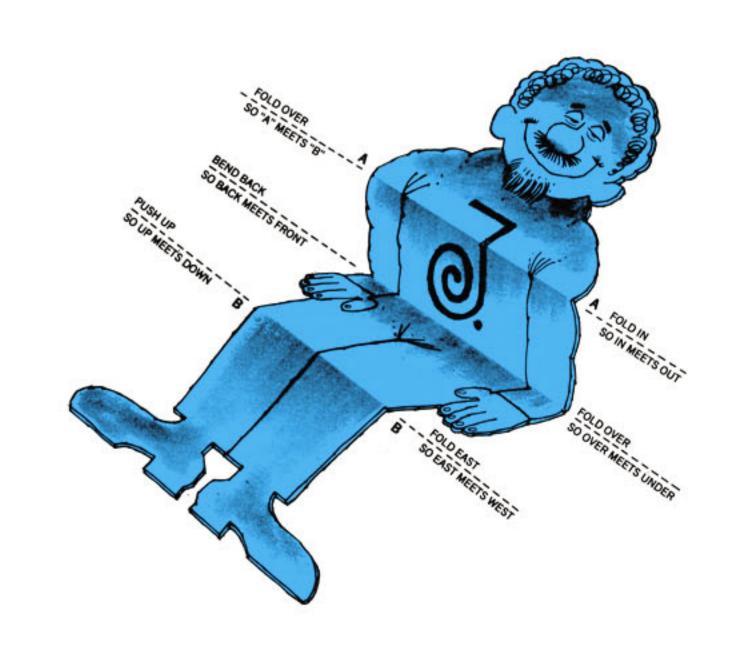
Want to experience the Alfred orifice-stuffing cover with a teasing setup that only a cover wrap can provide? Here's a digital version of the "secondary cover" that those old-school newsstand buyers got to experience with this first issue!



Many moons ago, there was an innocent comic book named Archie full of wholesome teens. Then MAD skewered it, peppering the panels with all the contraband and irreverent humor you could only imagine was hiding in the margins. Here's that MAD classic, the original STARCHIE, in celebration of this issue's **STARCHIE RECONSTITUTED / RIVERDULL!** 



We know you digital readers are all about swiping and clicking, but sometimes turning and creasing paper can be fun. Case in point: the MAD Fold-In! Here, experience the very first Fold-In ever created by Al Jaffee!

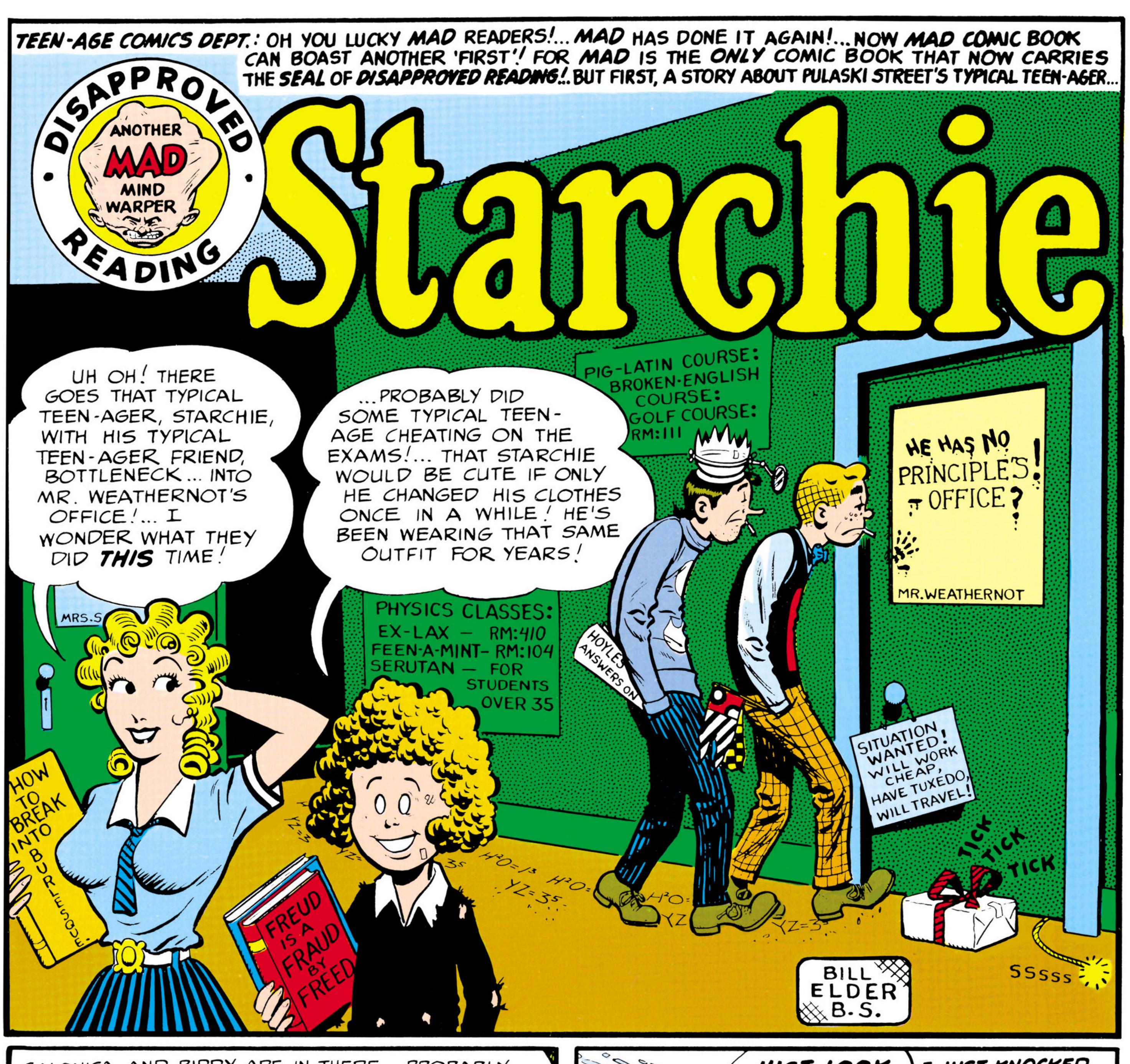


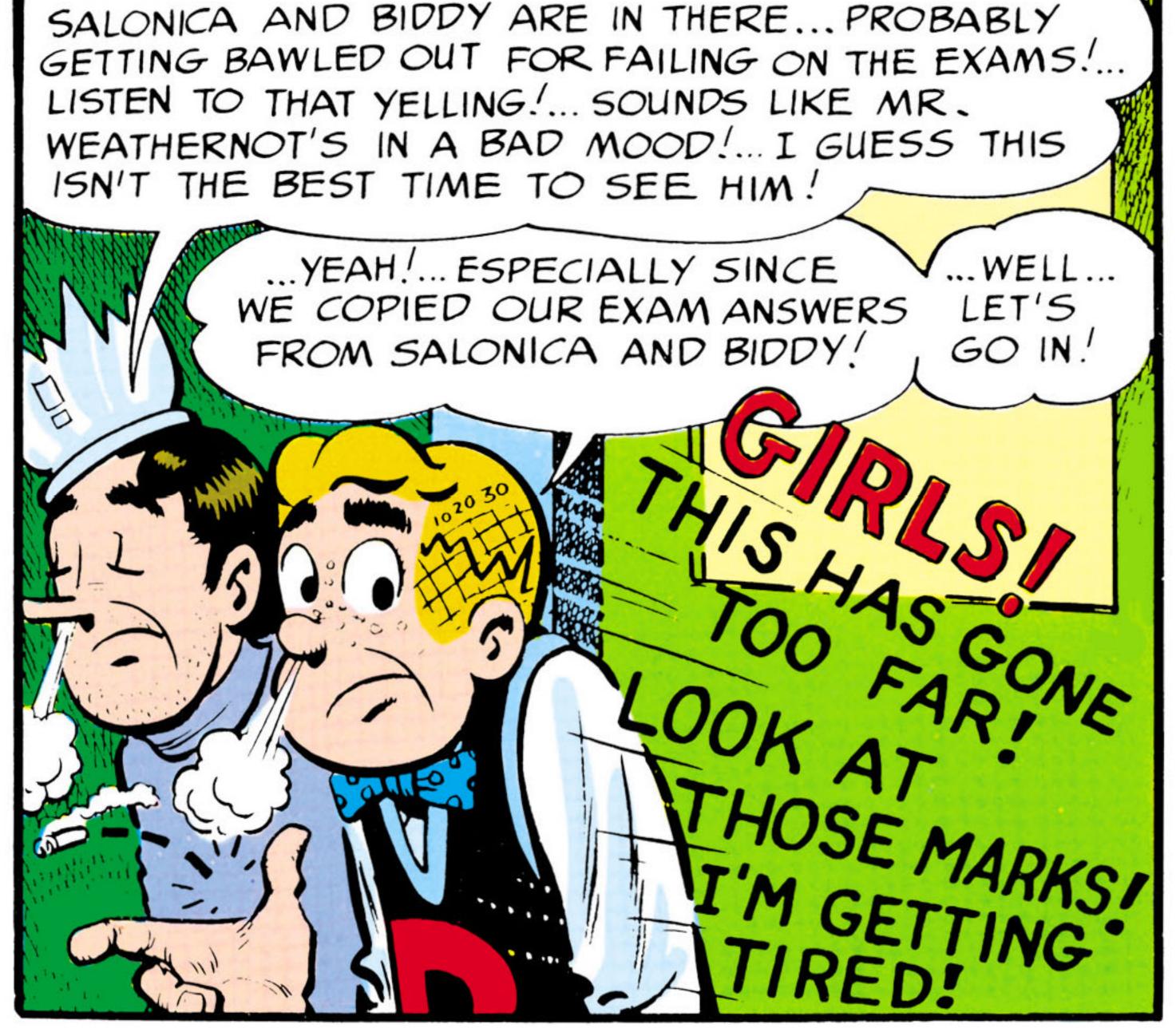


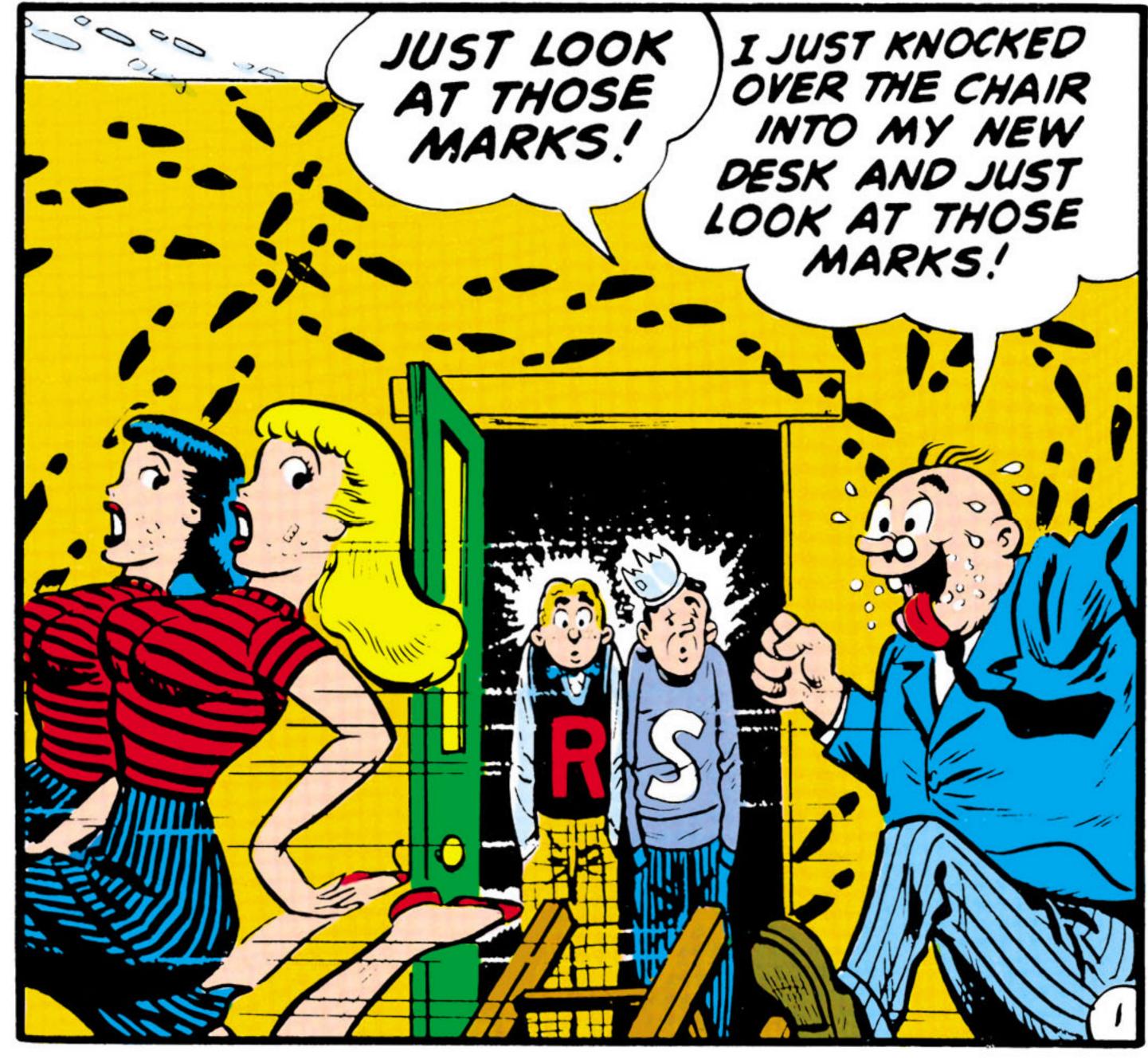


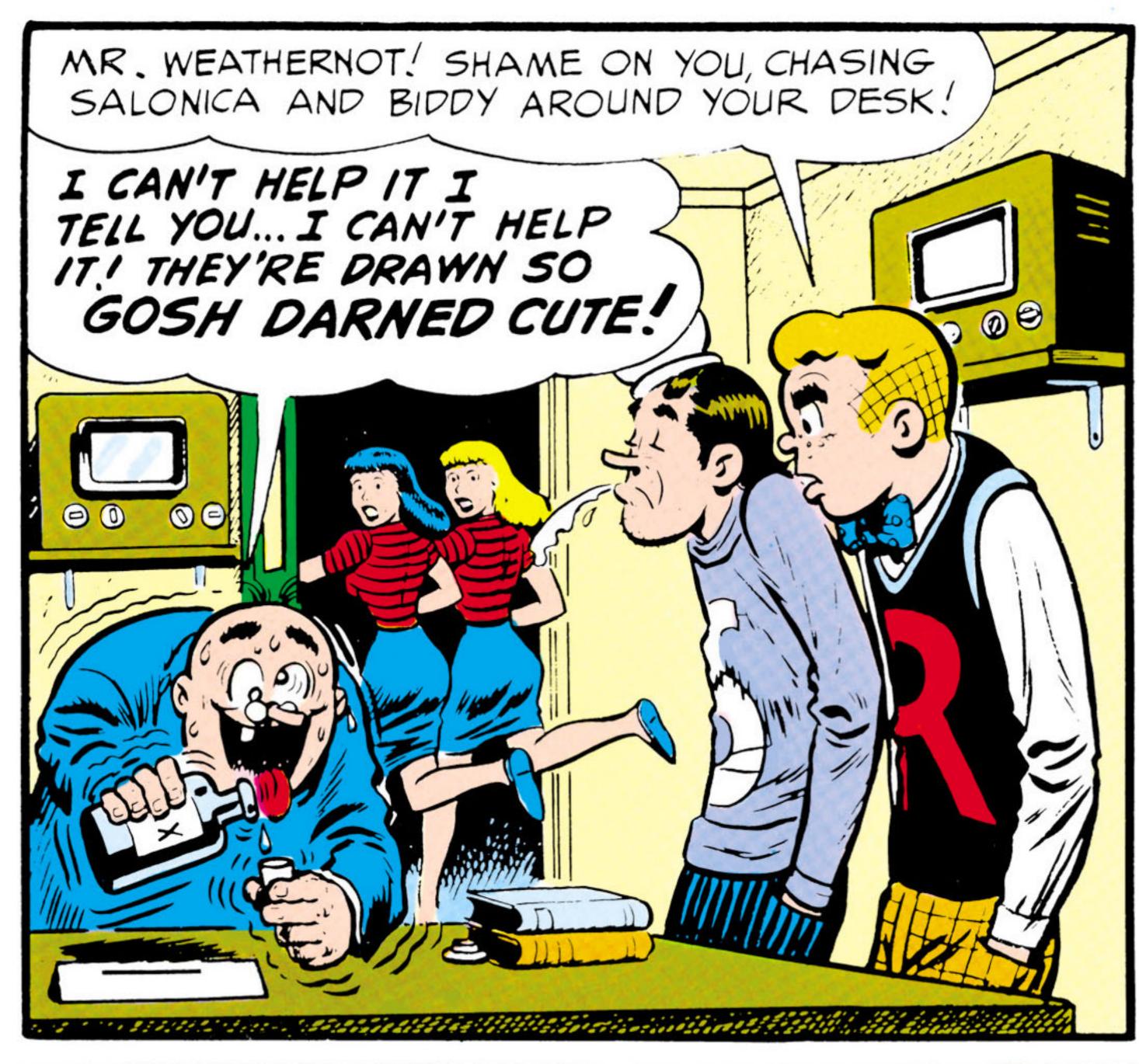


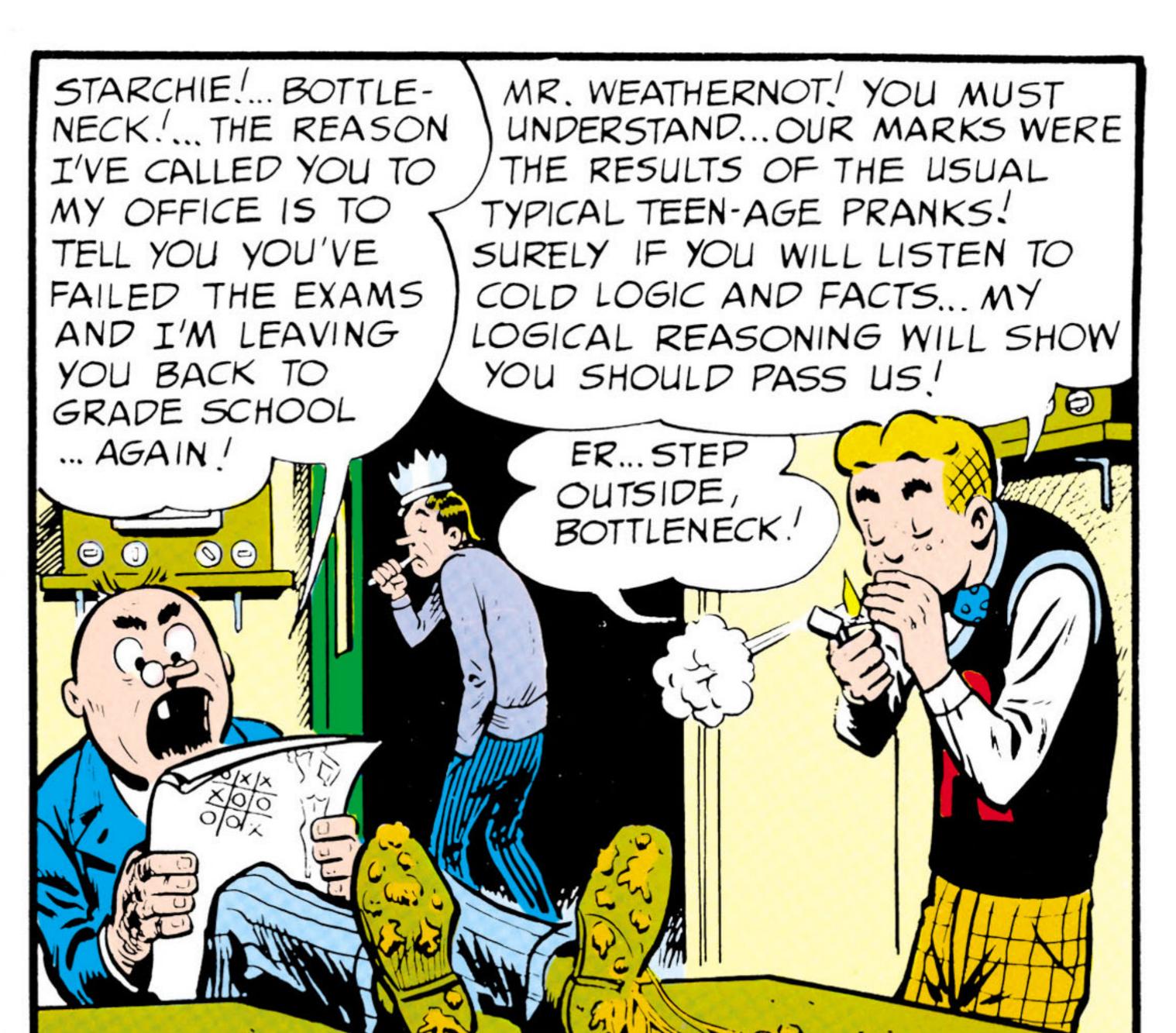






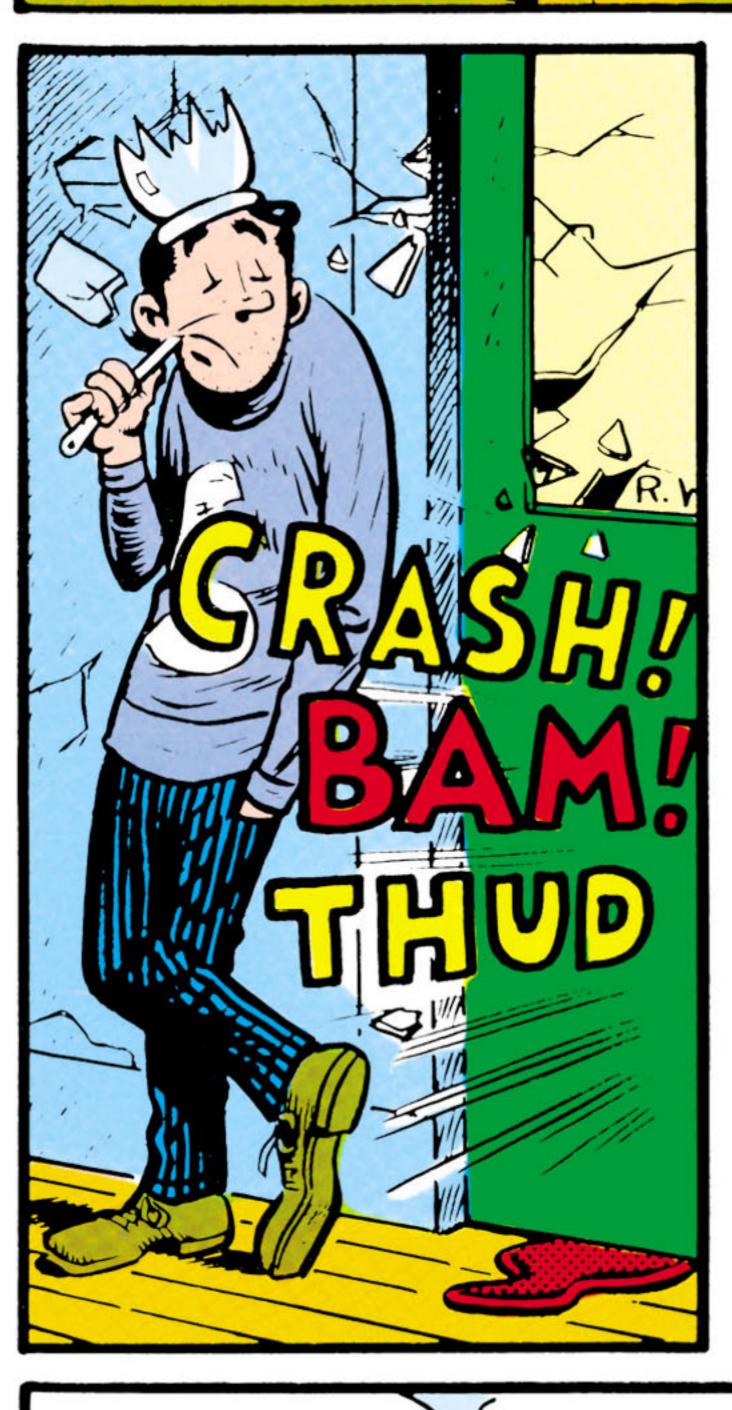




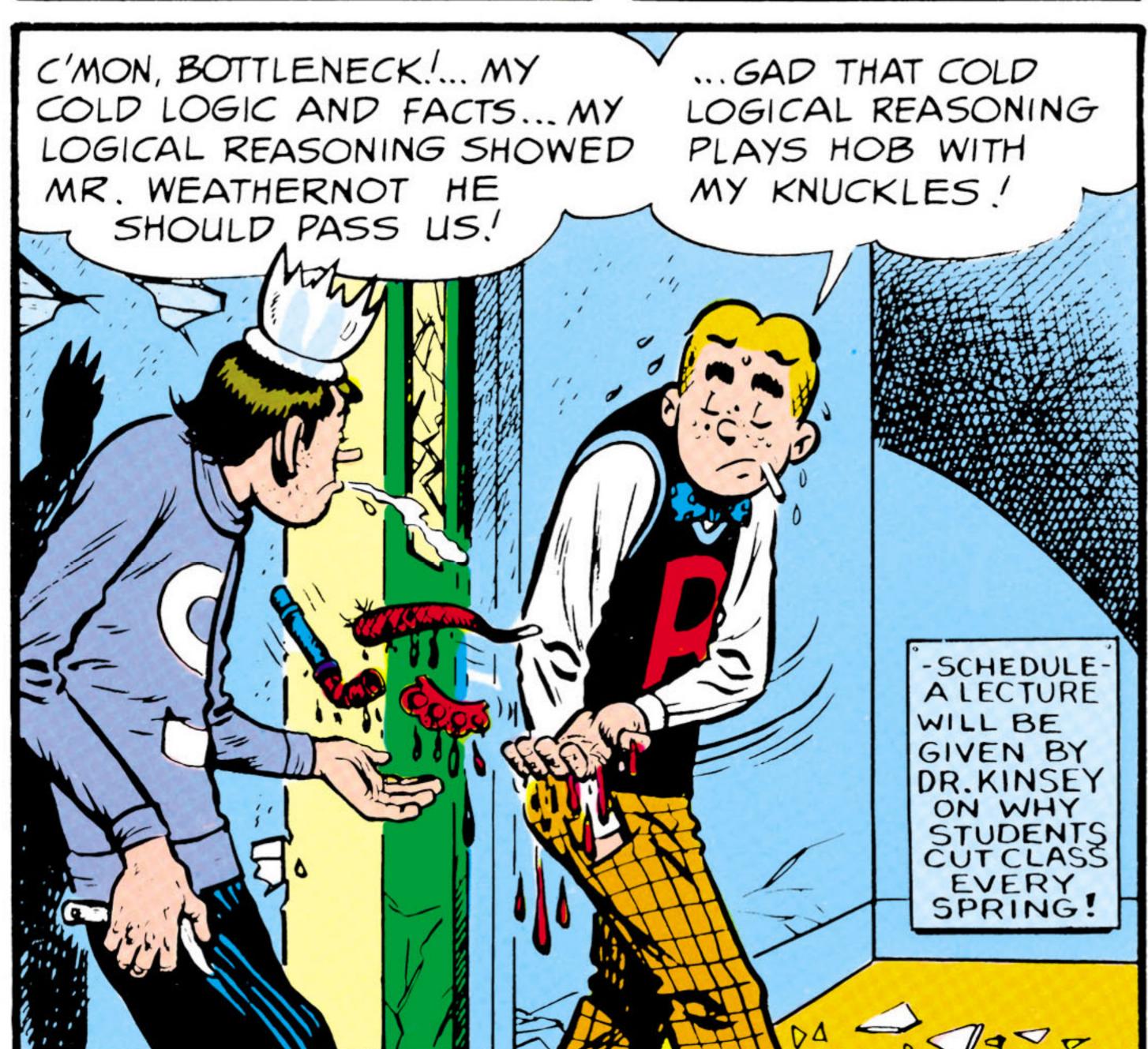


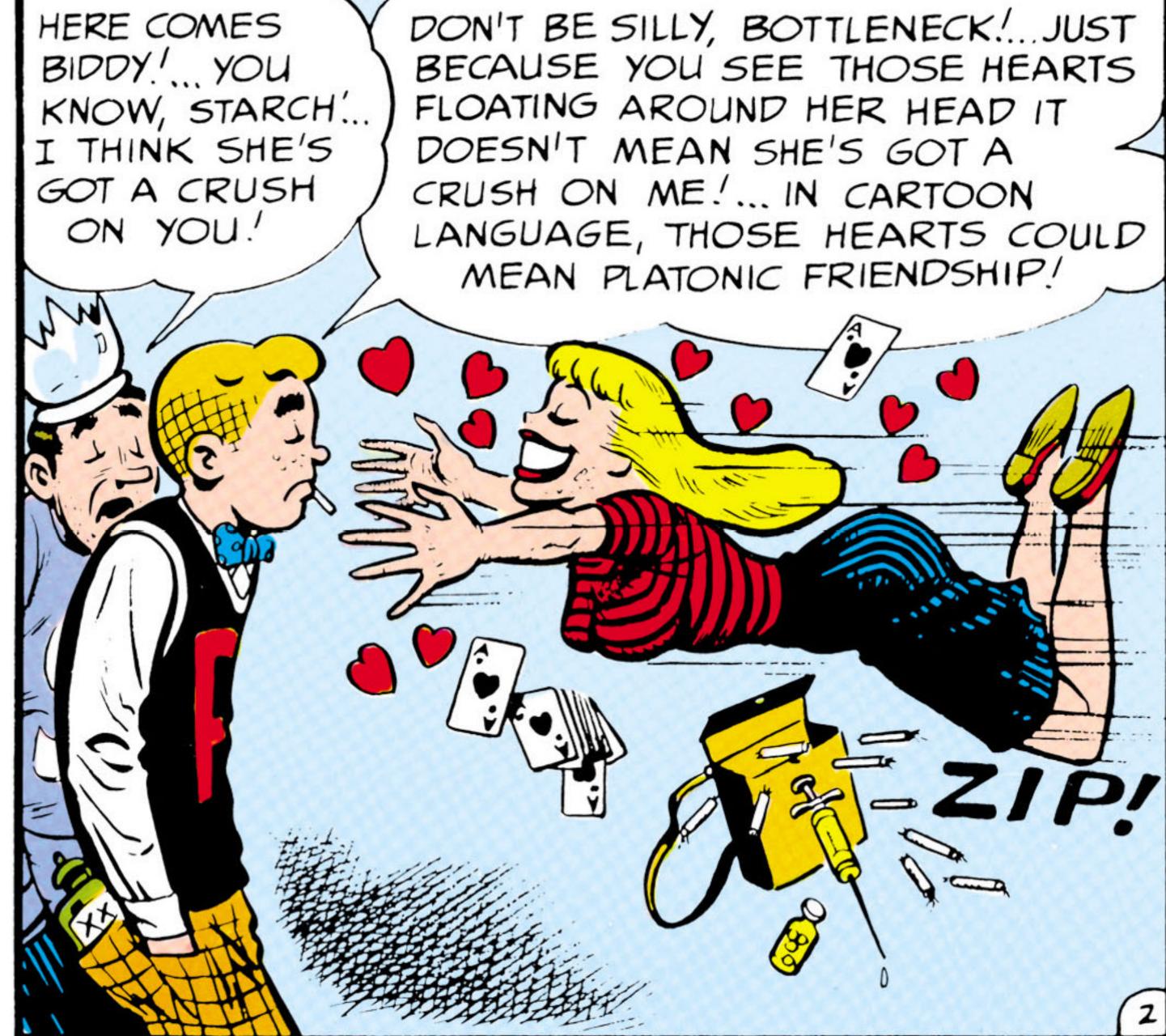


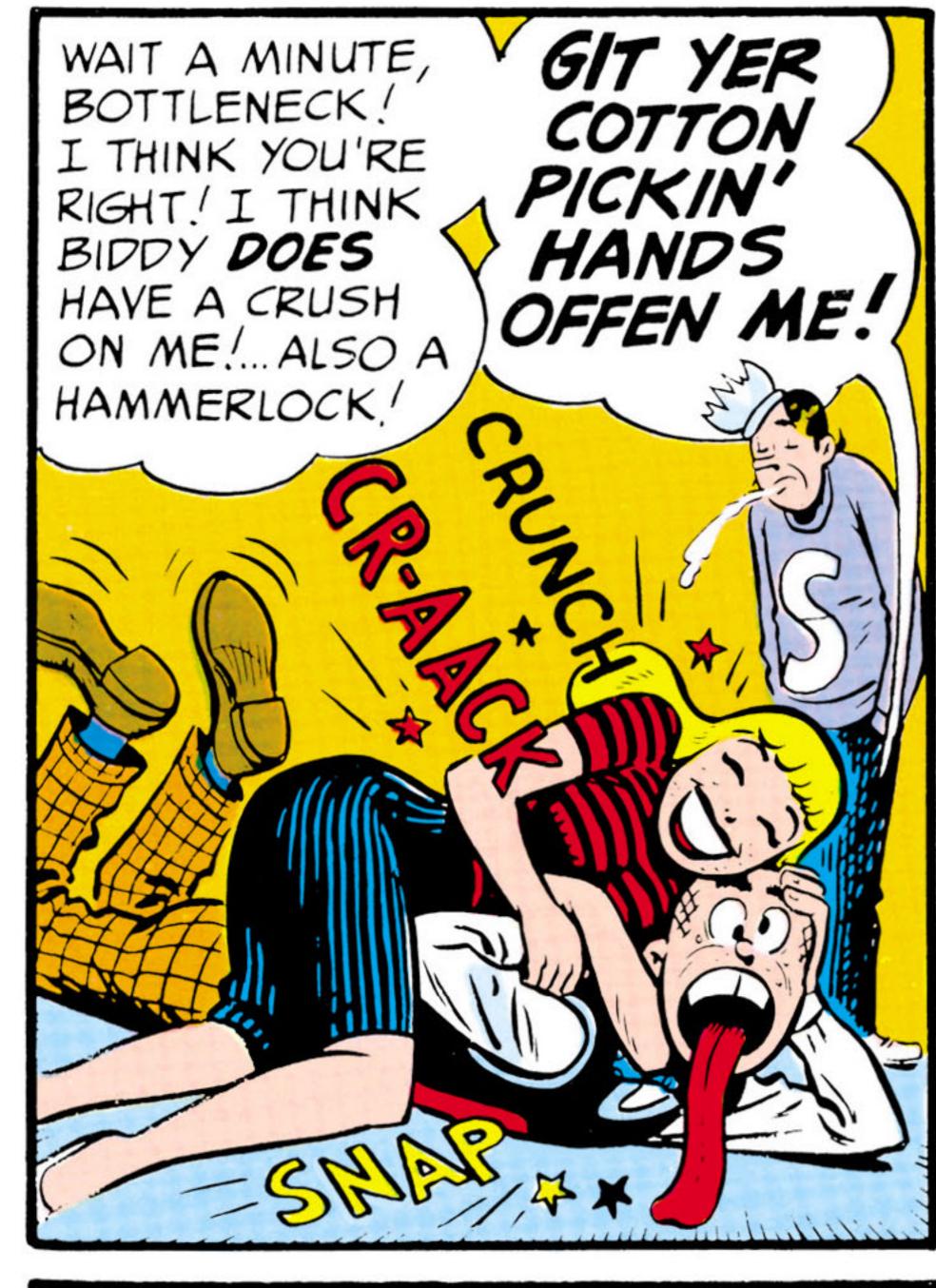


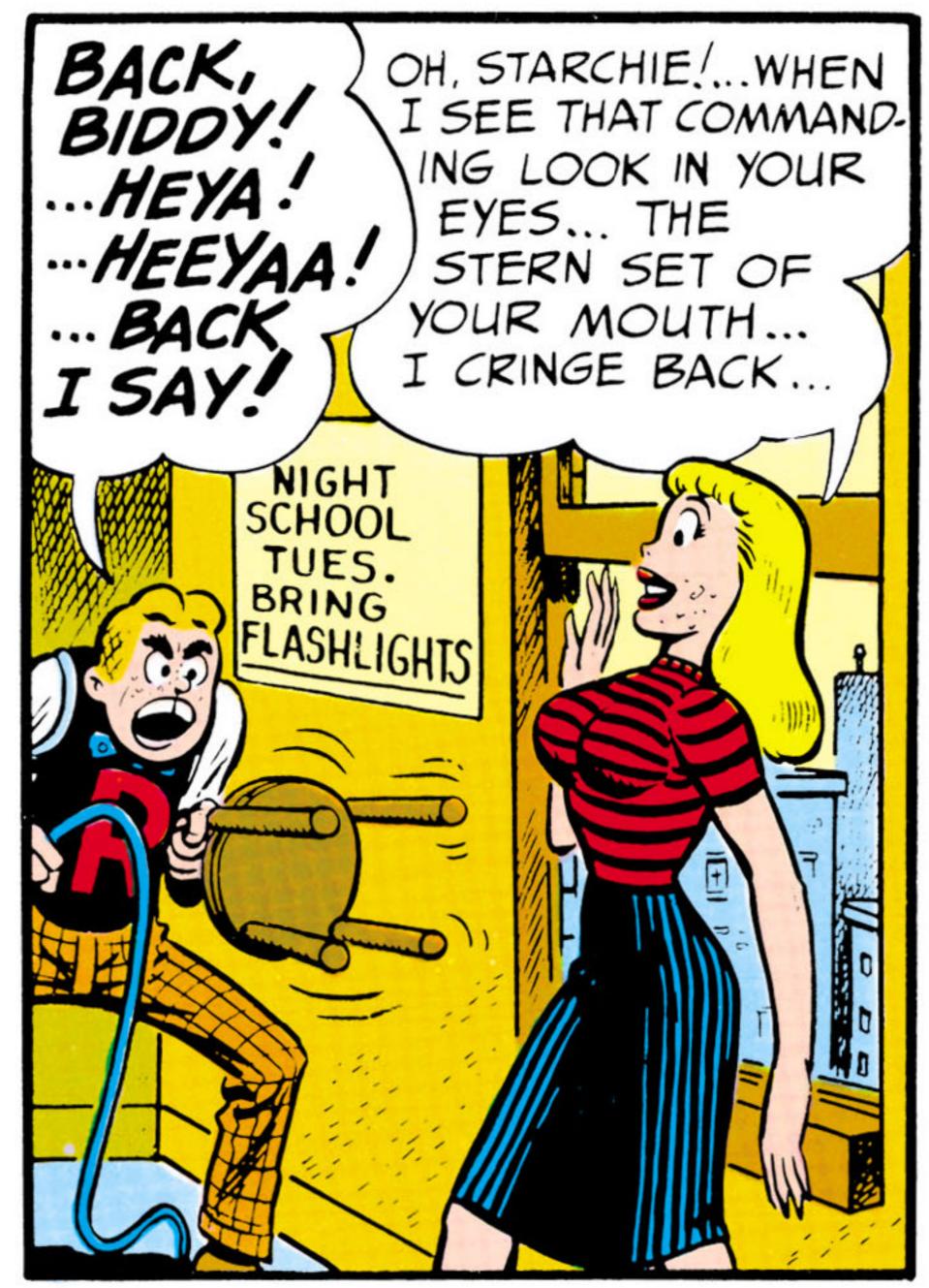


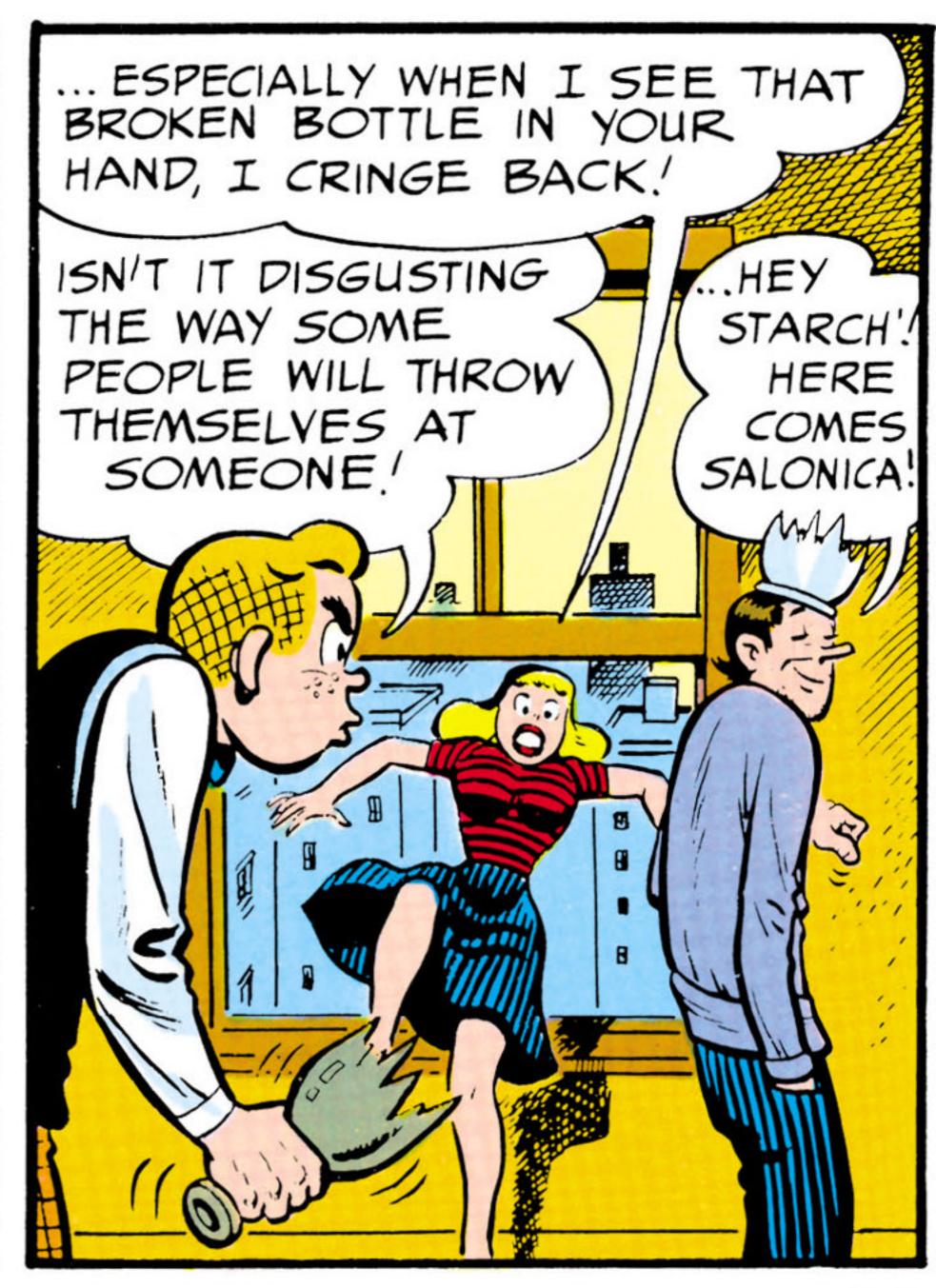


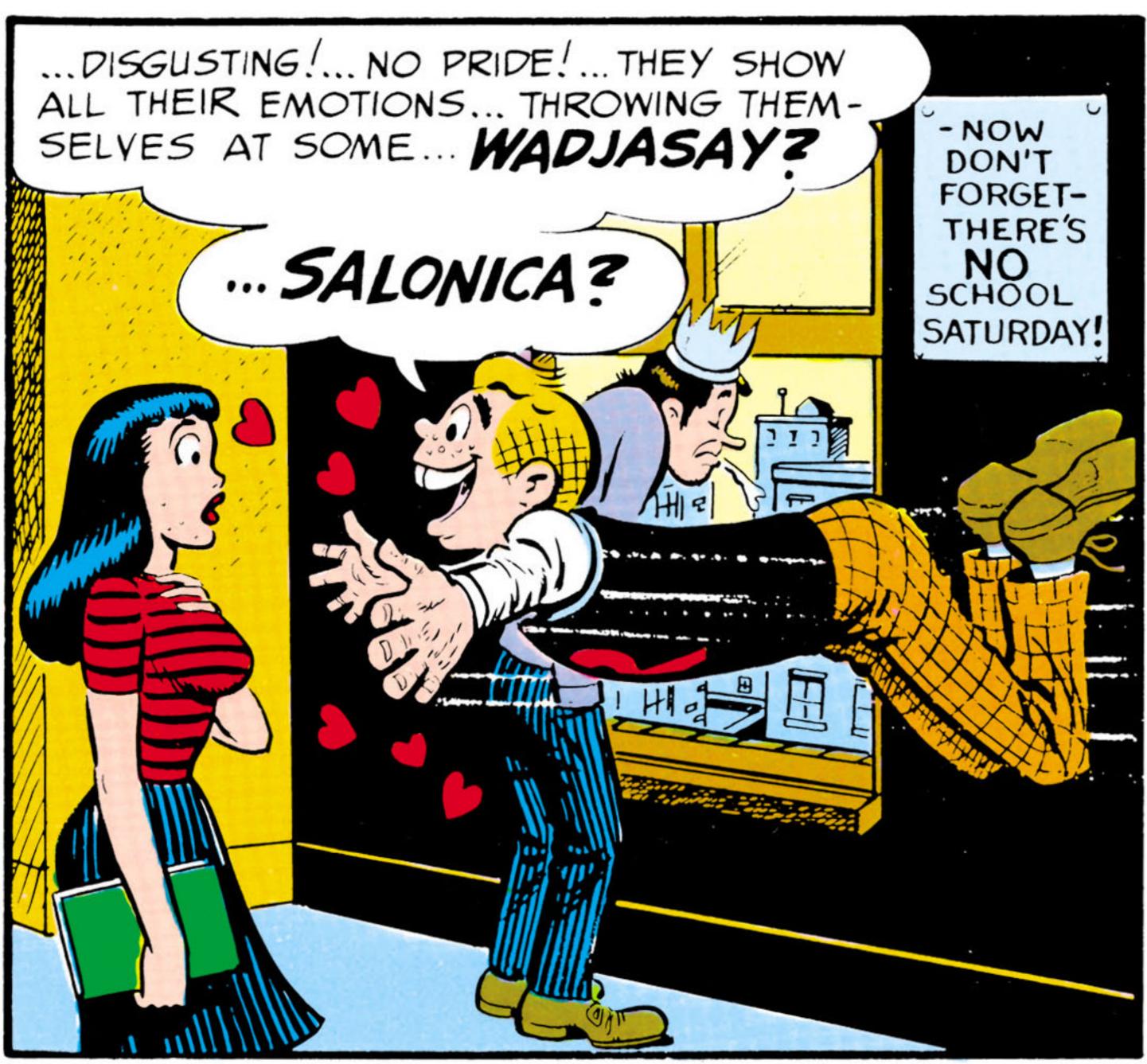


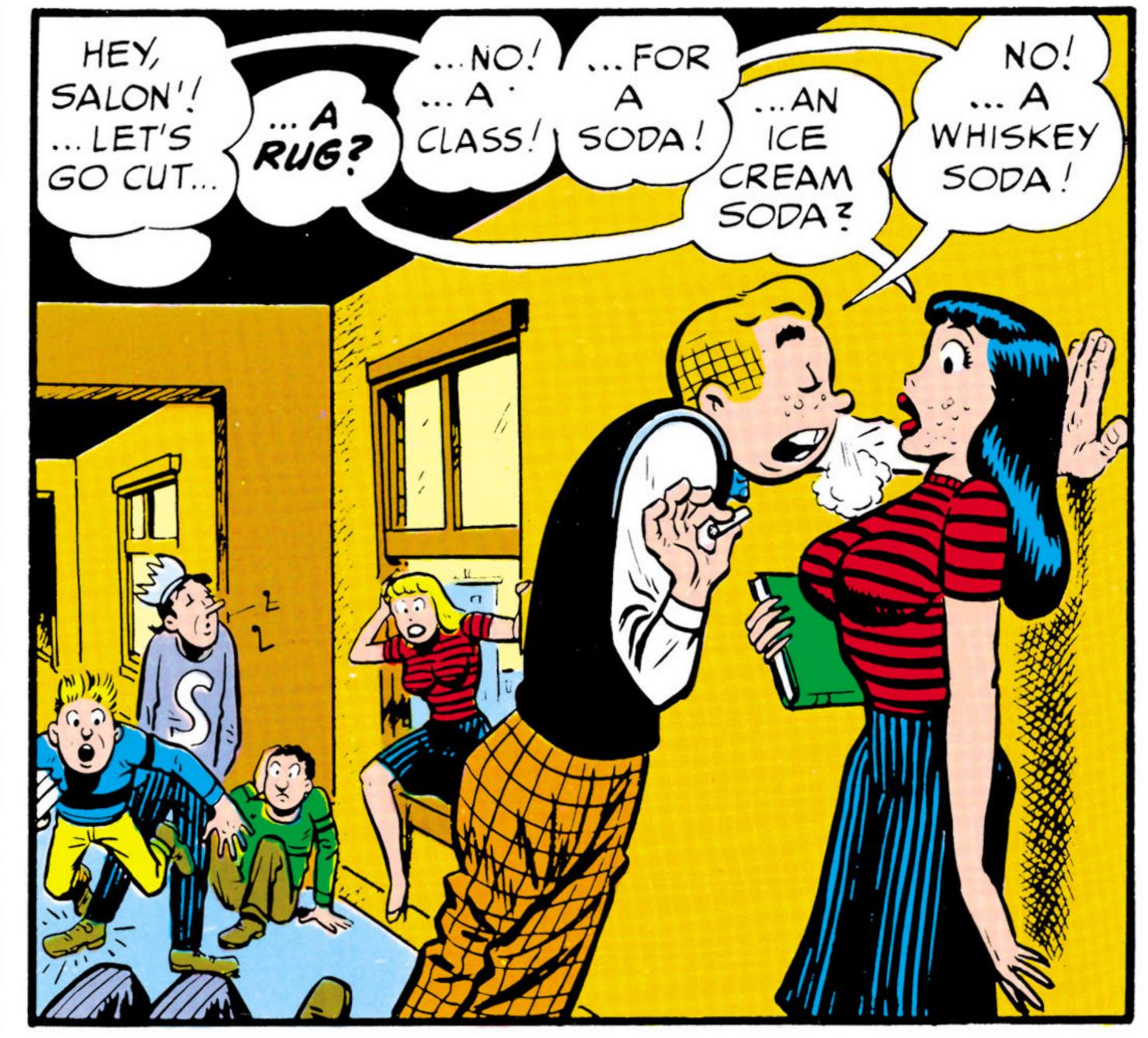


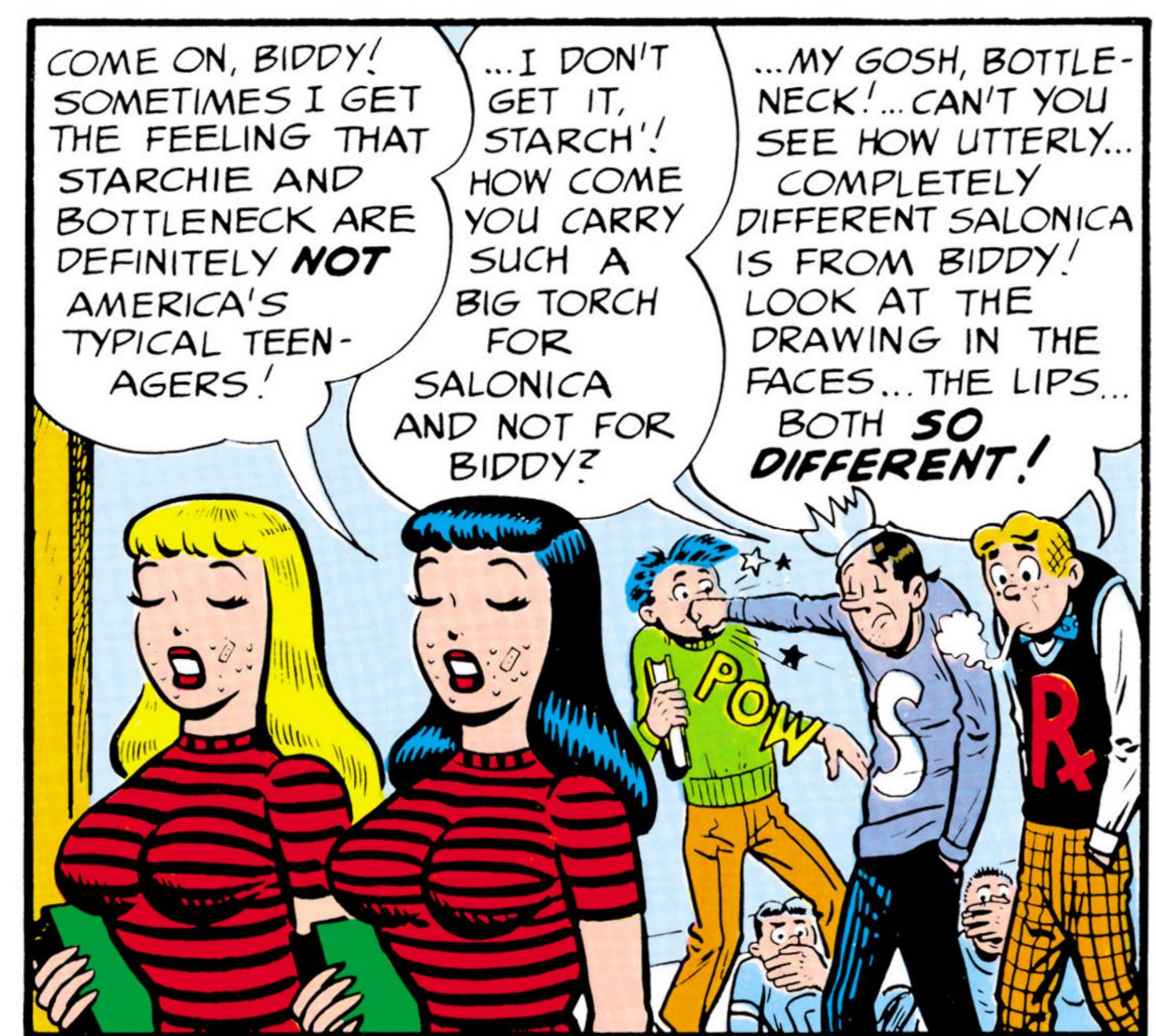


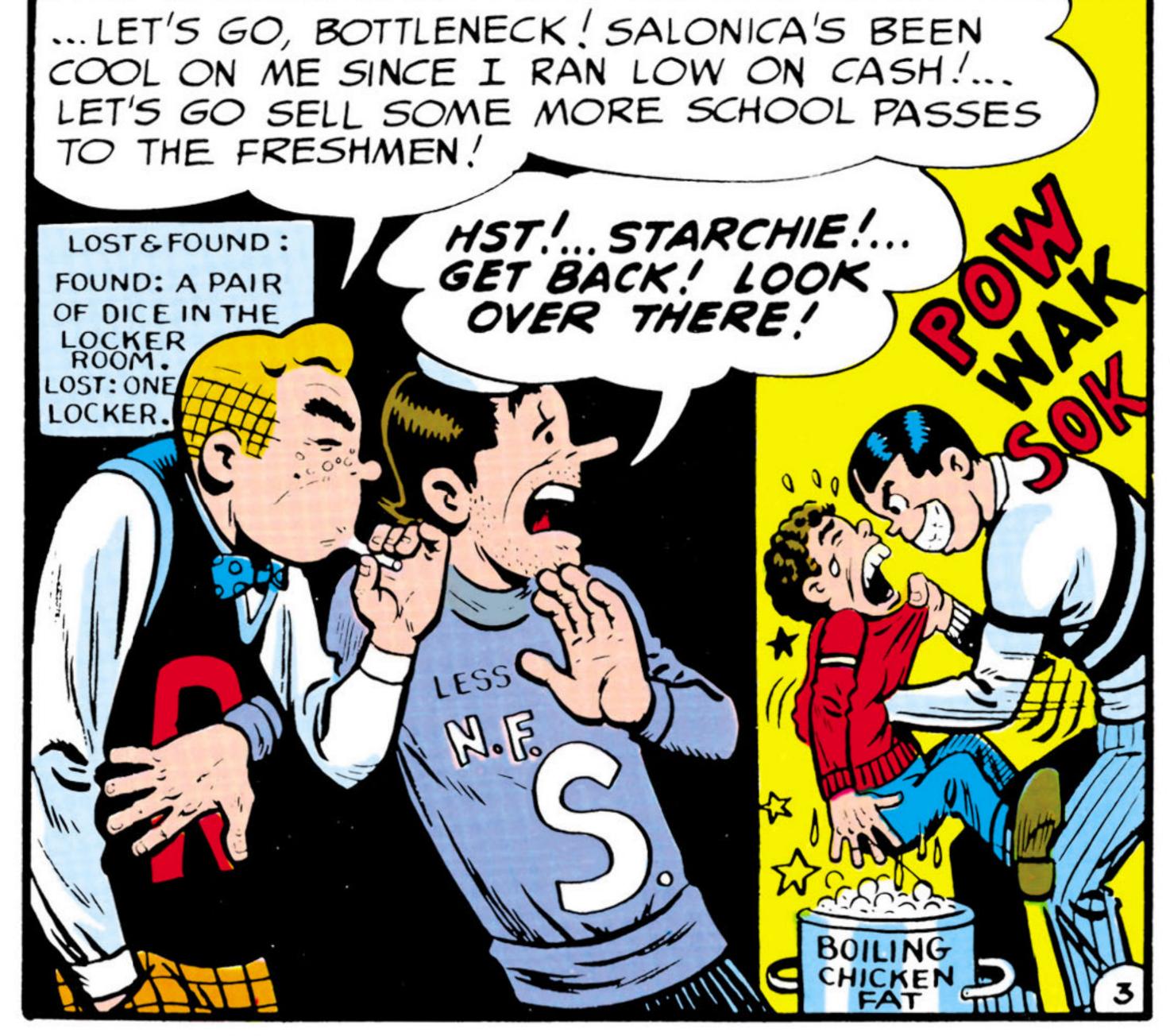


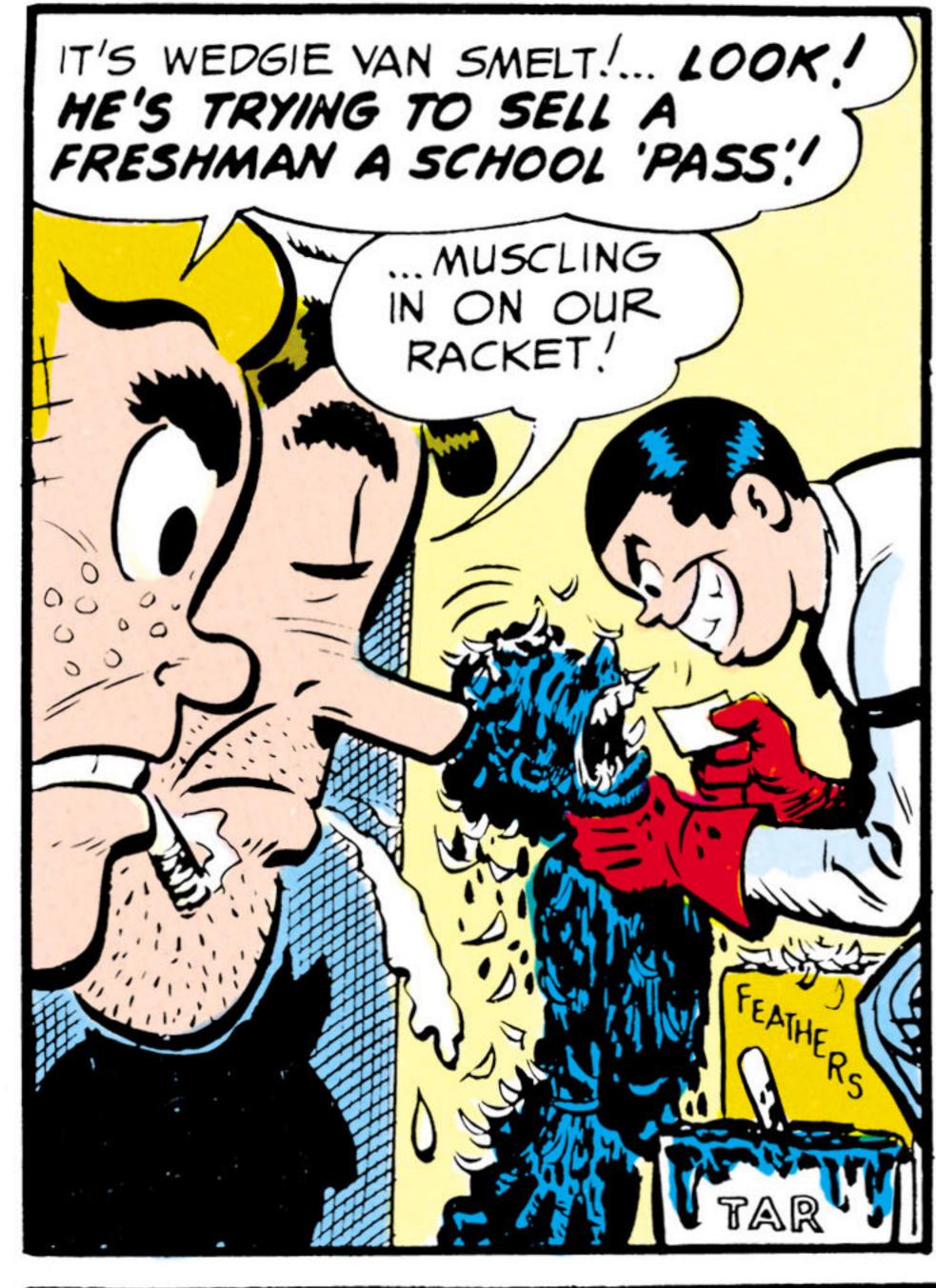


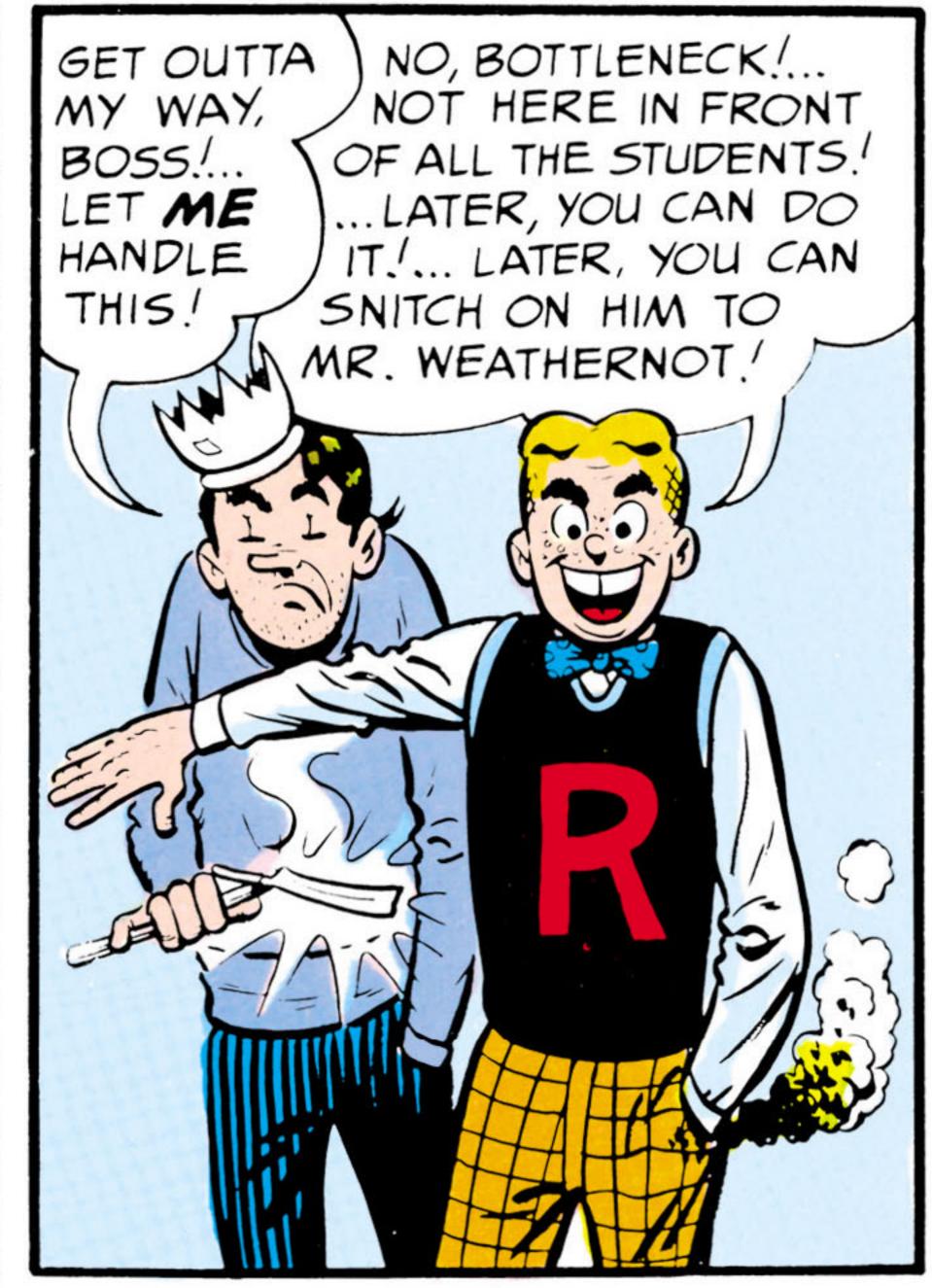


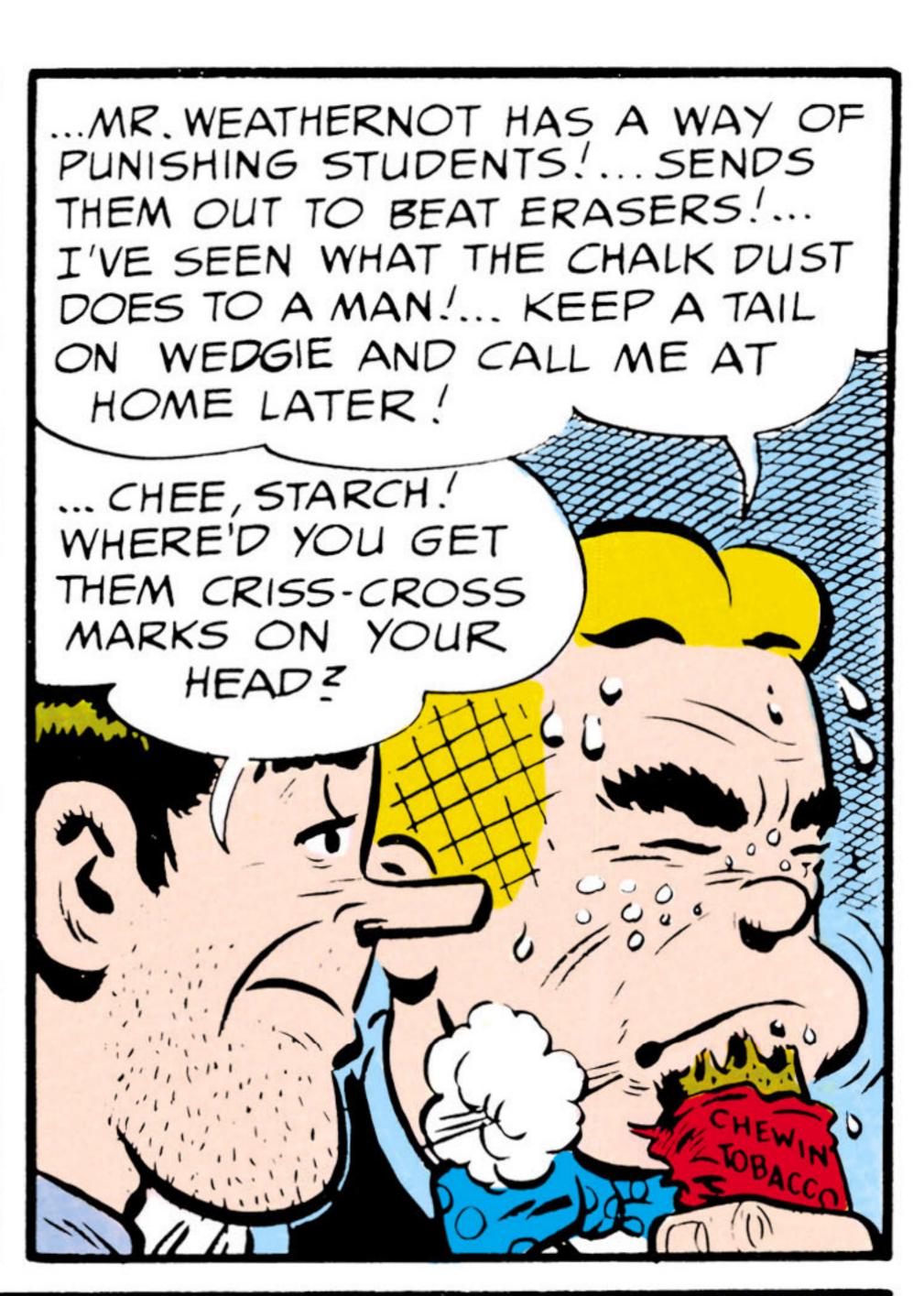


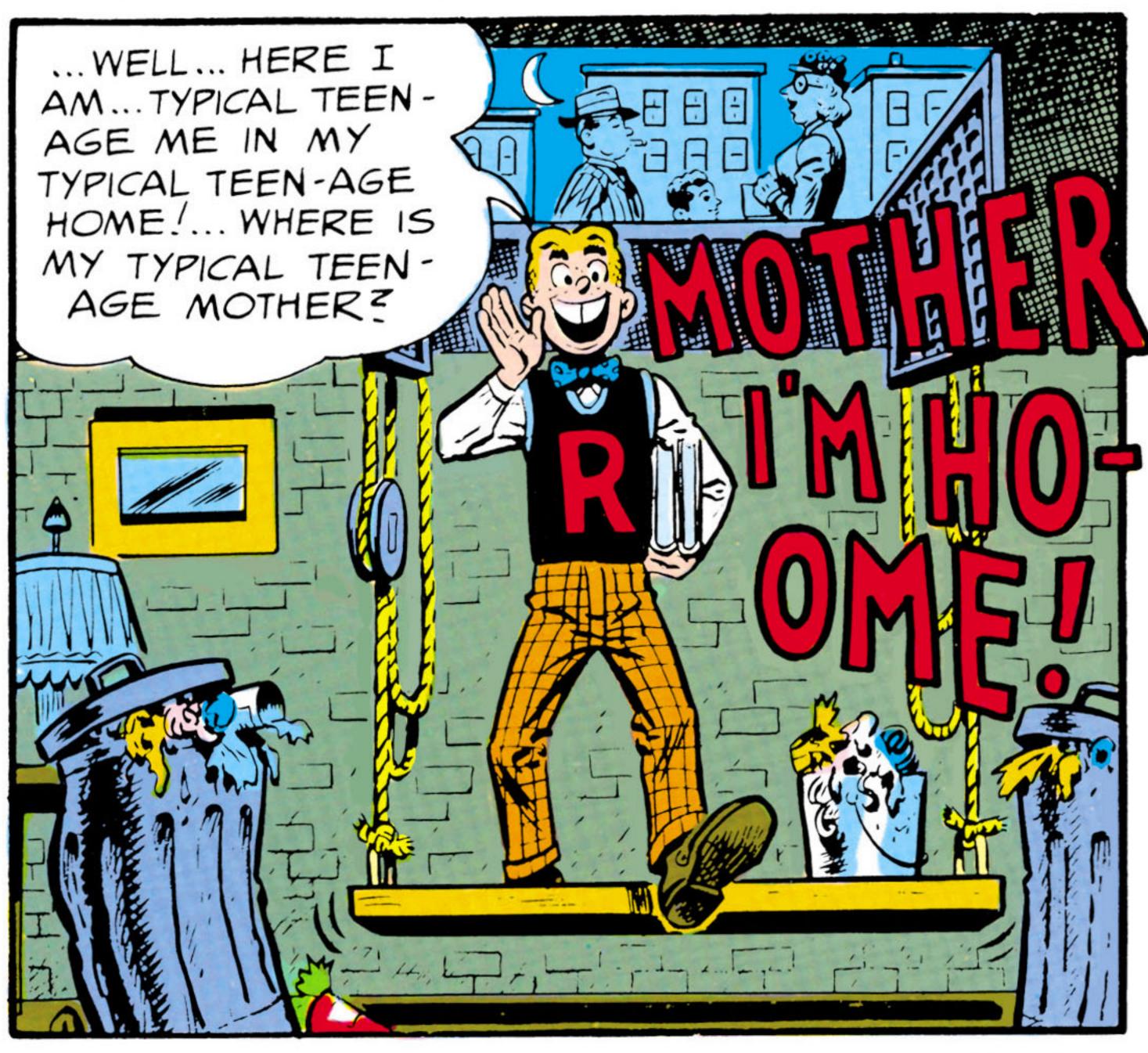


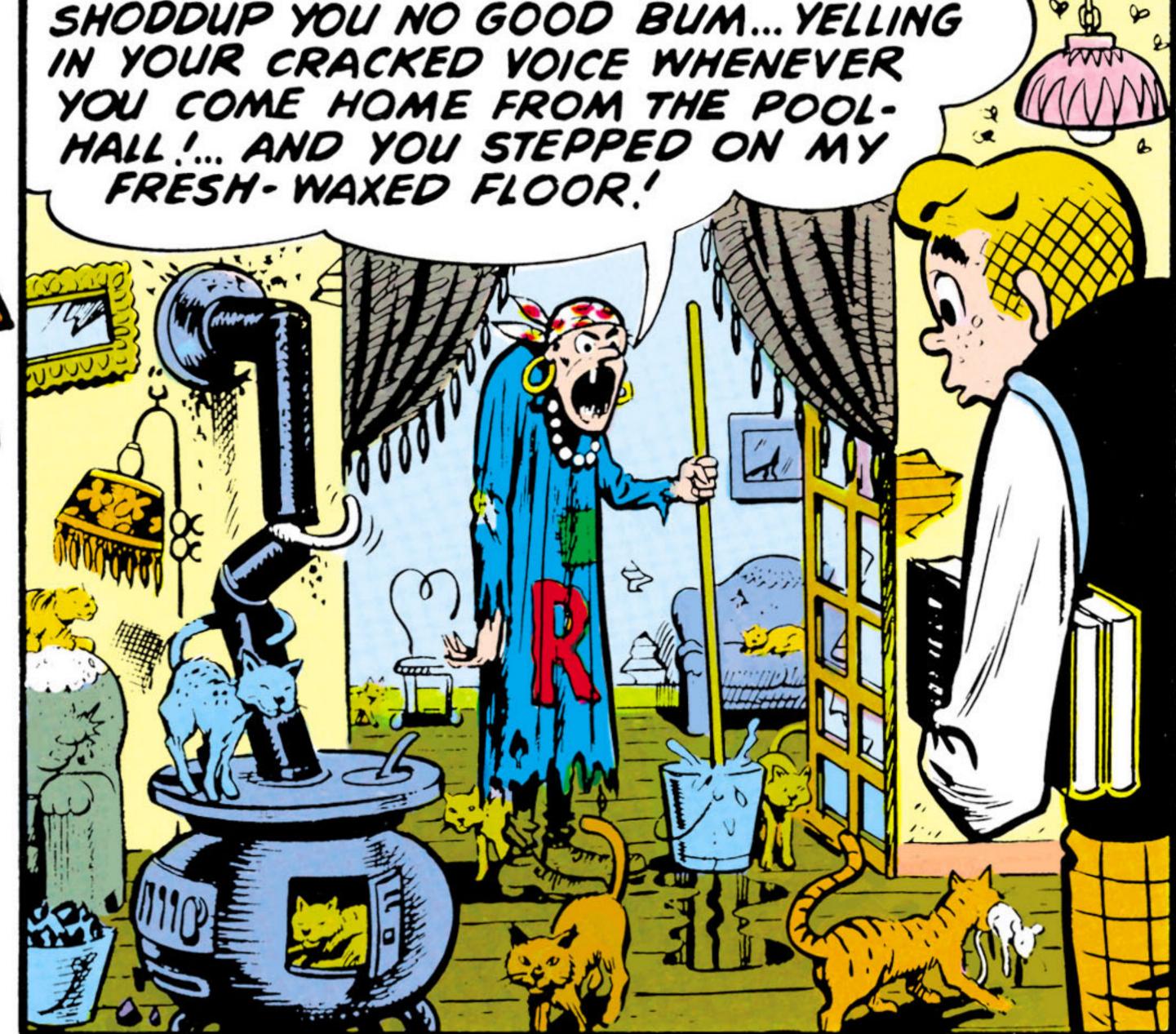


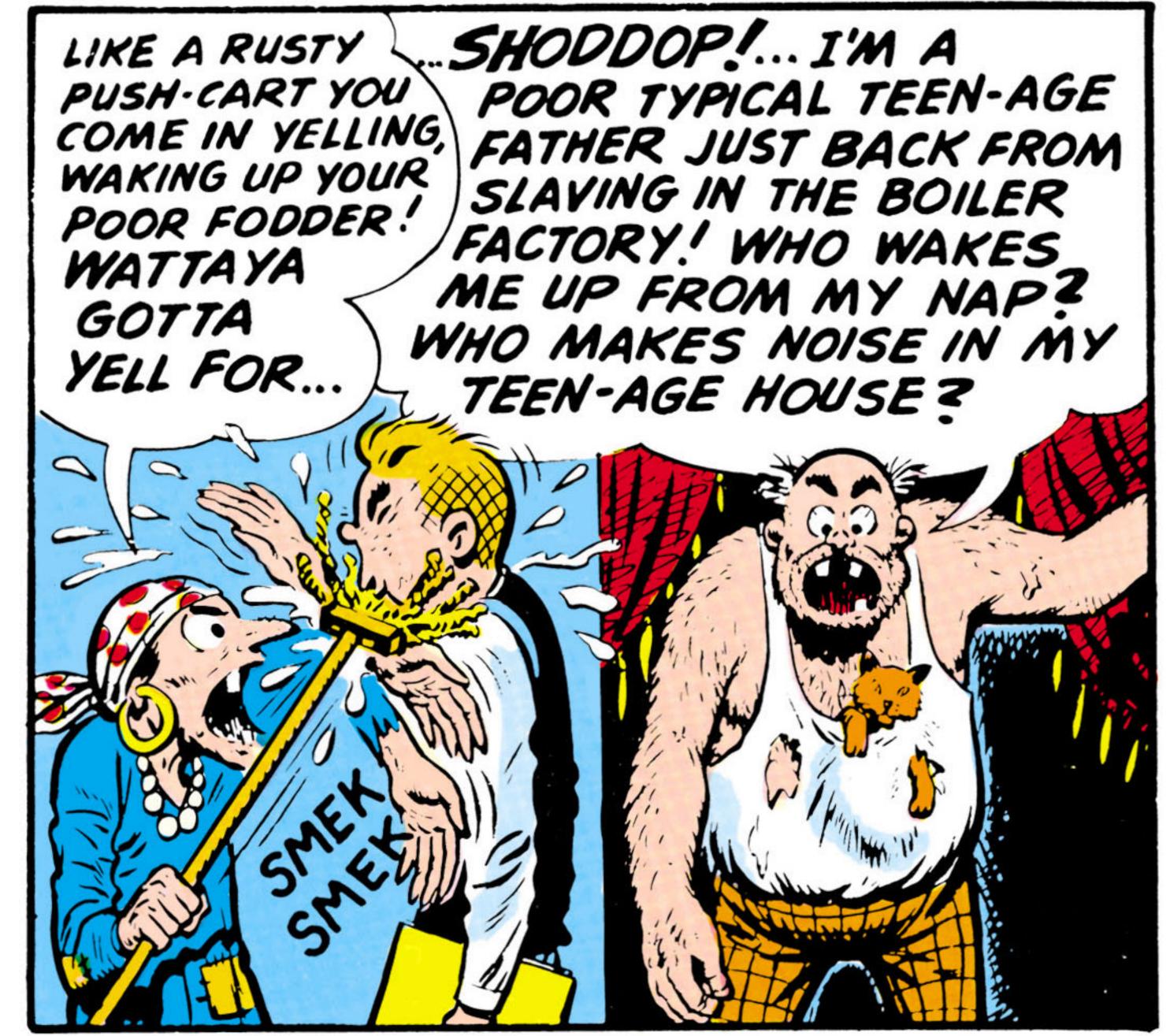


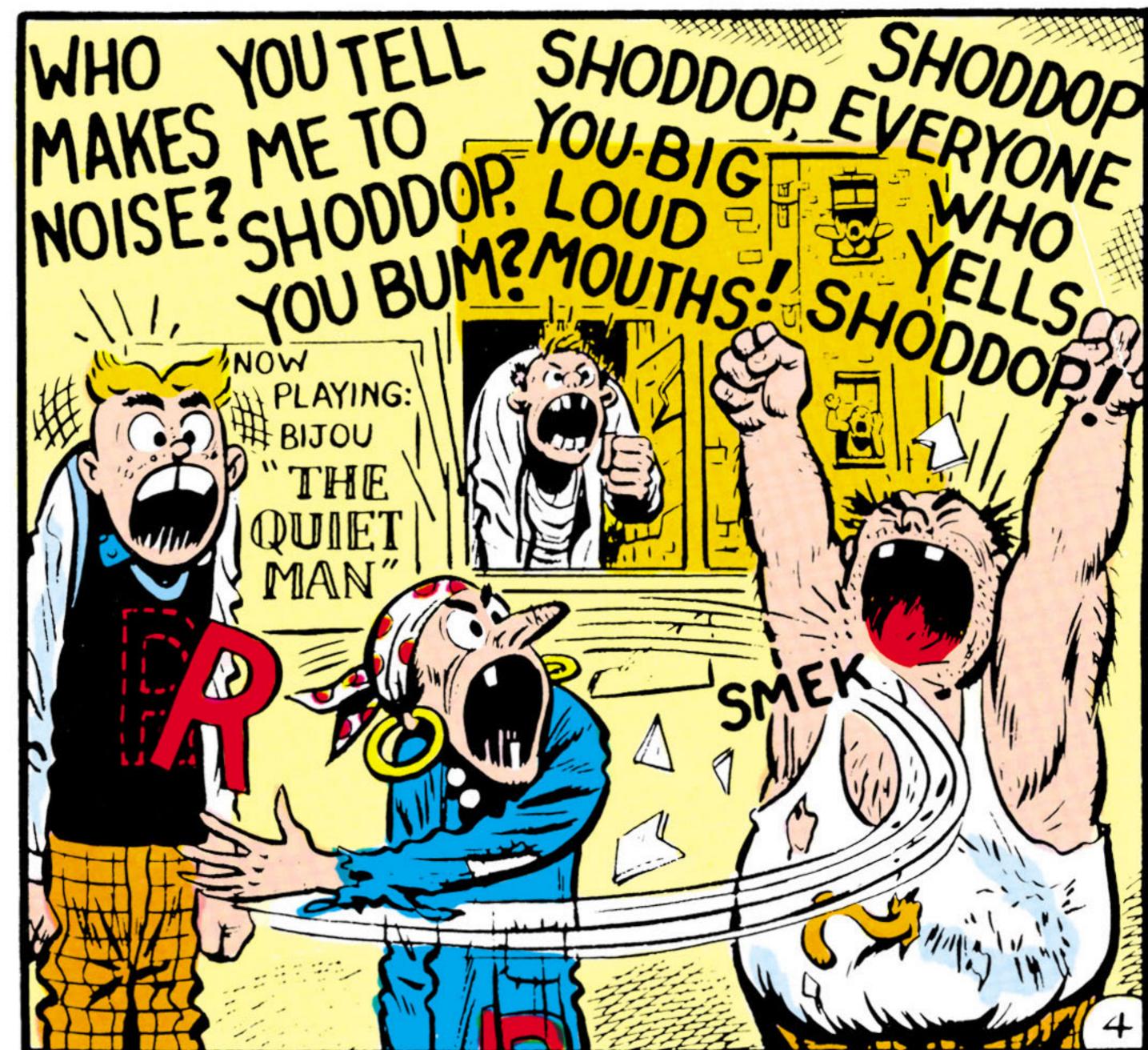




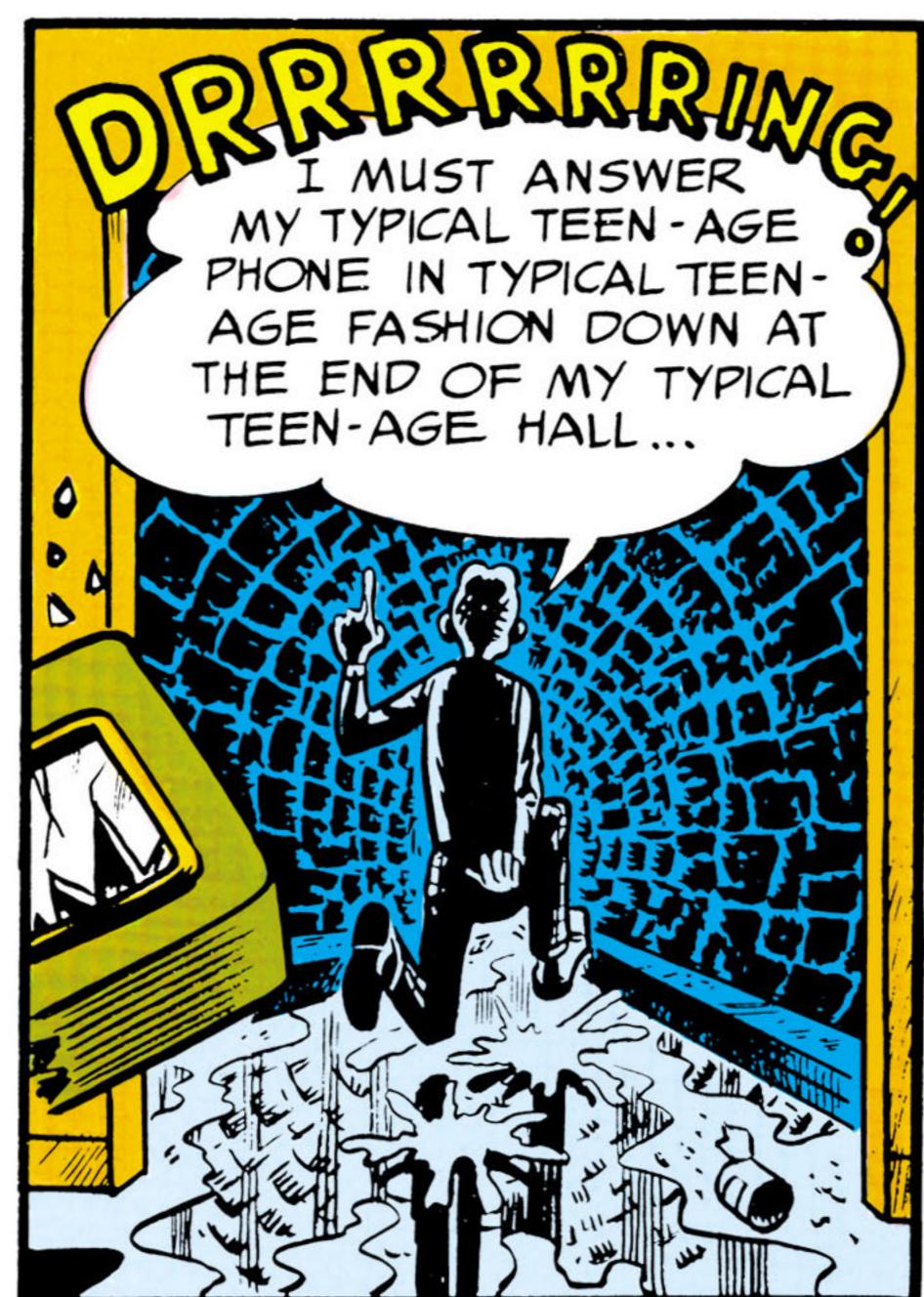


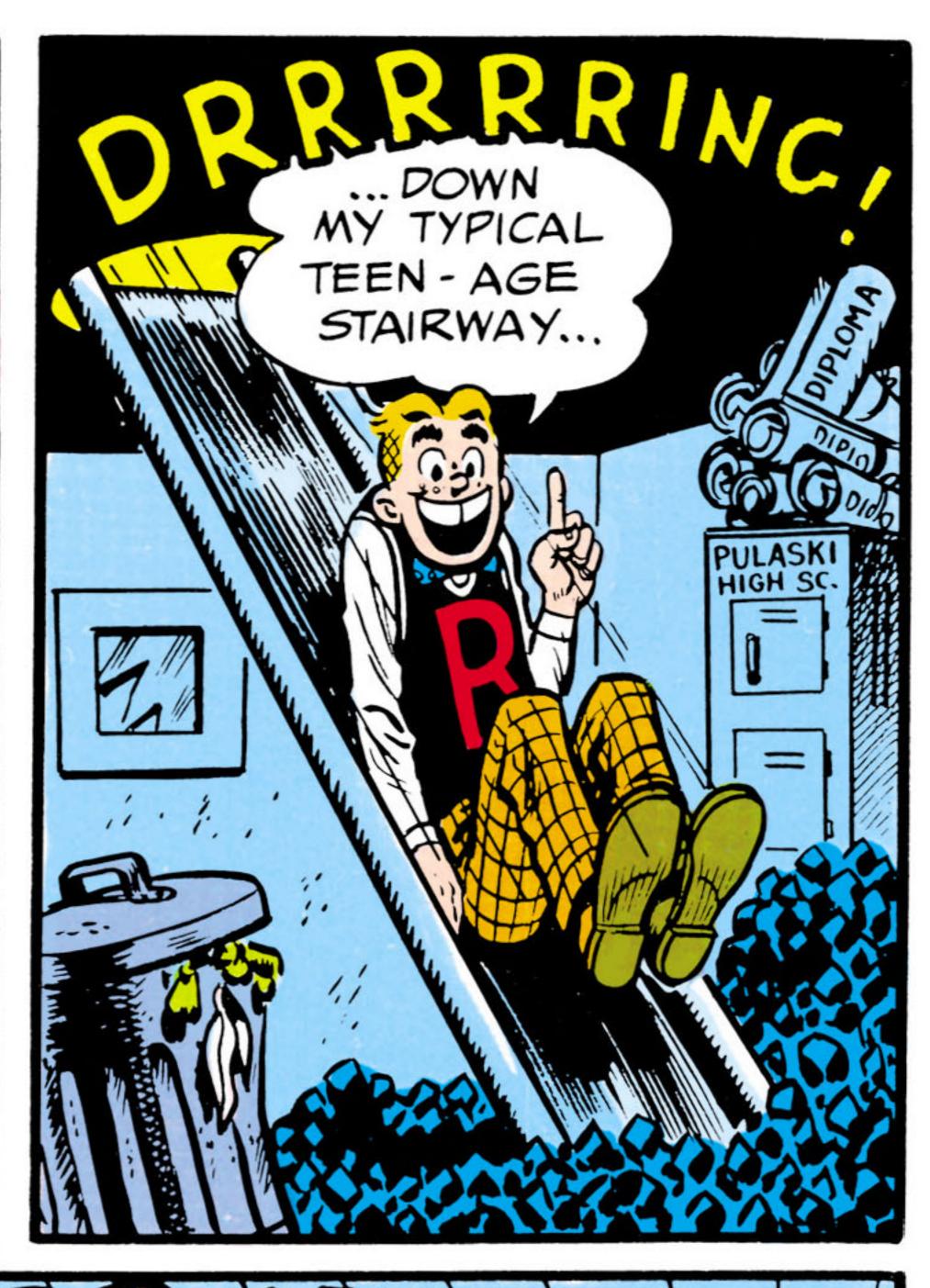


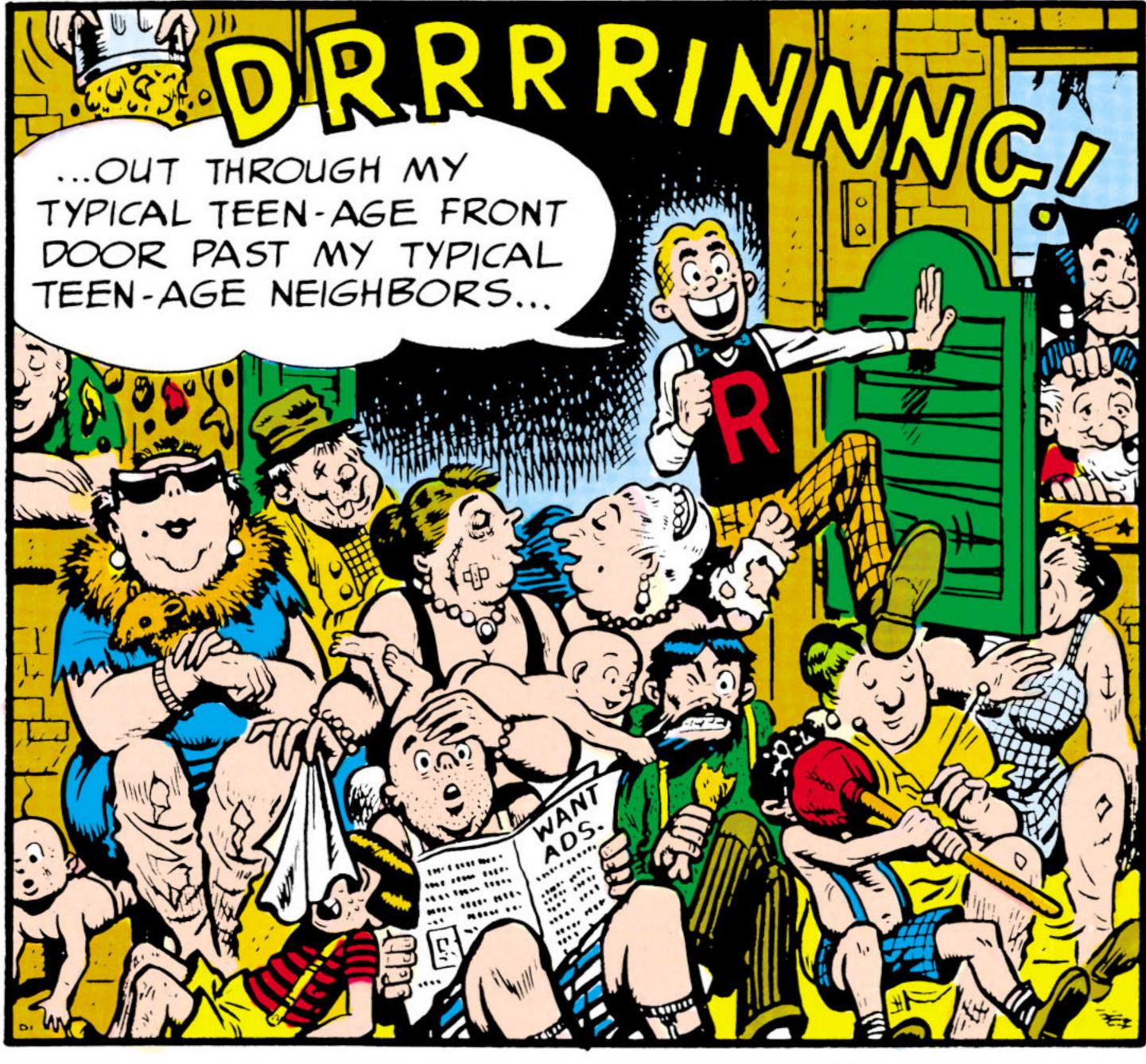


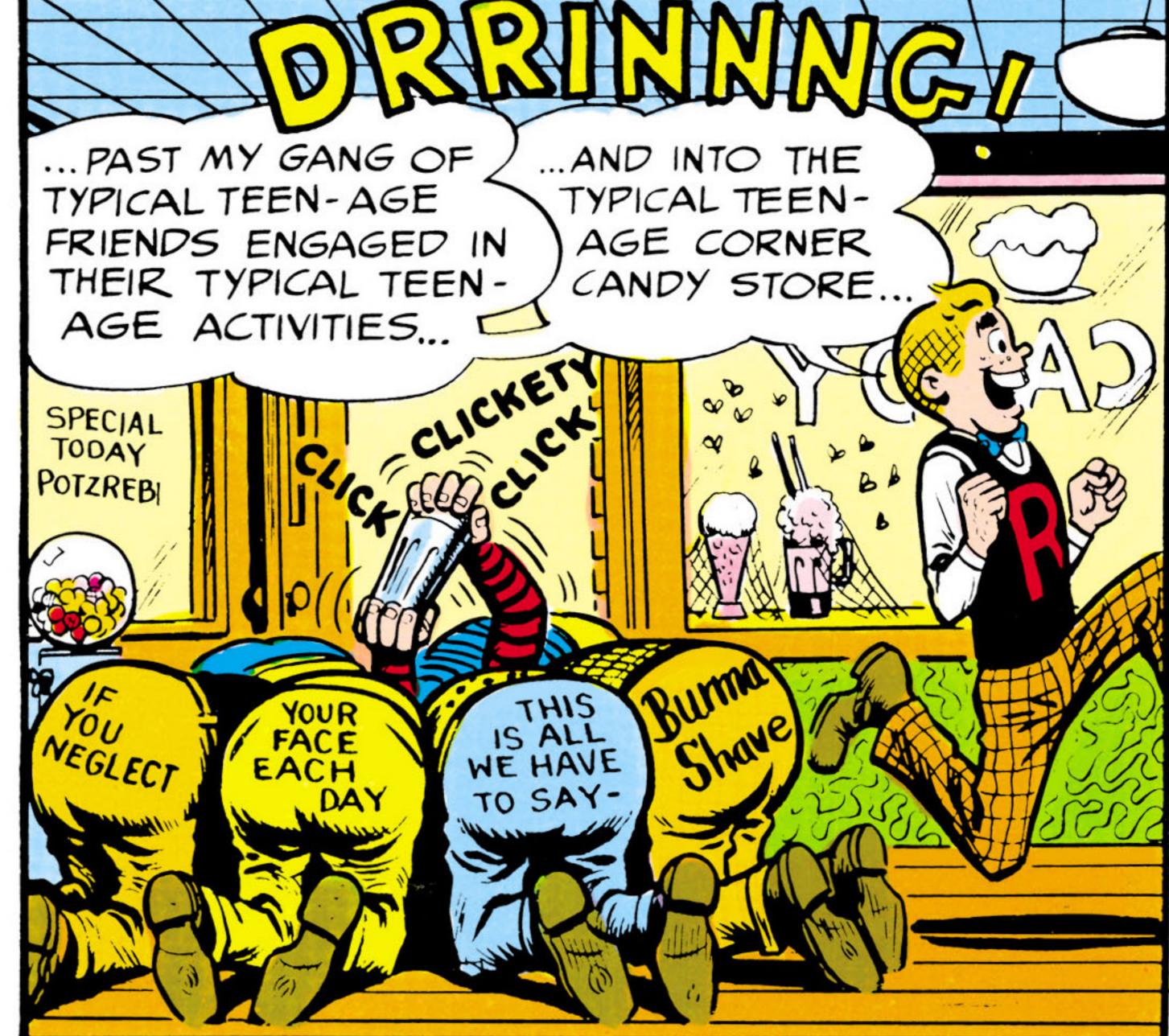


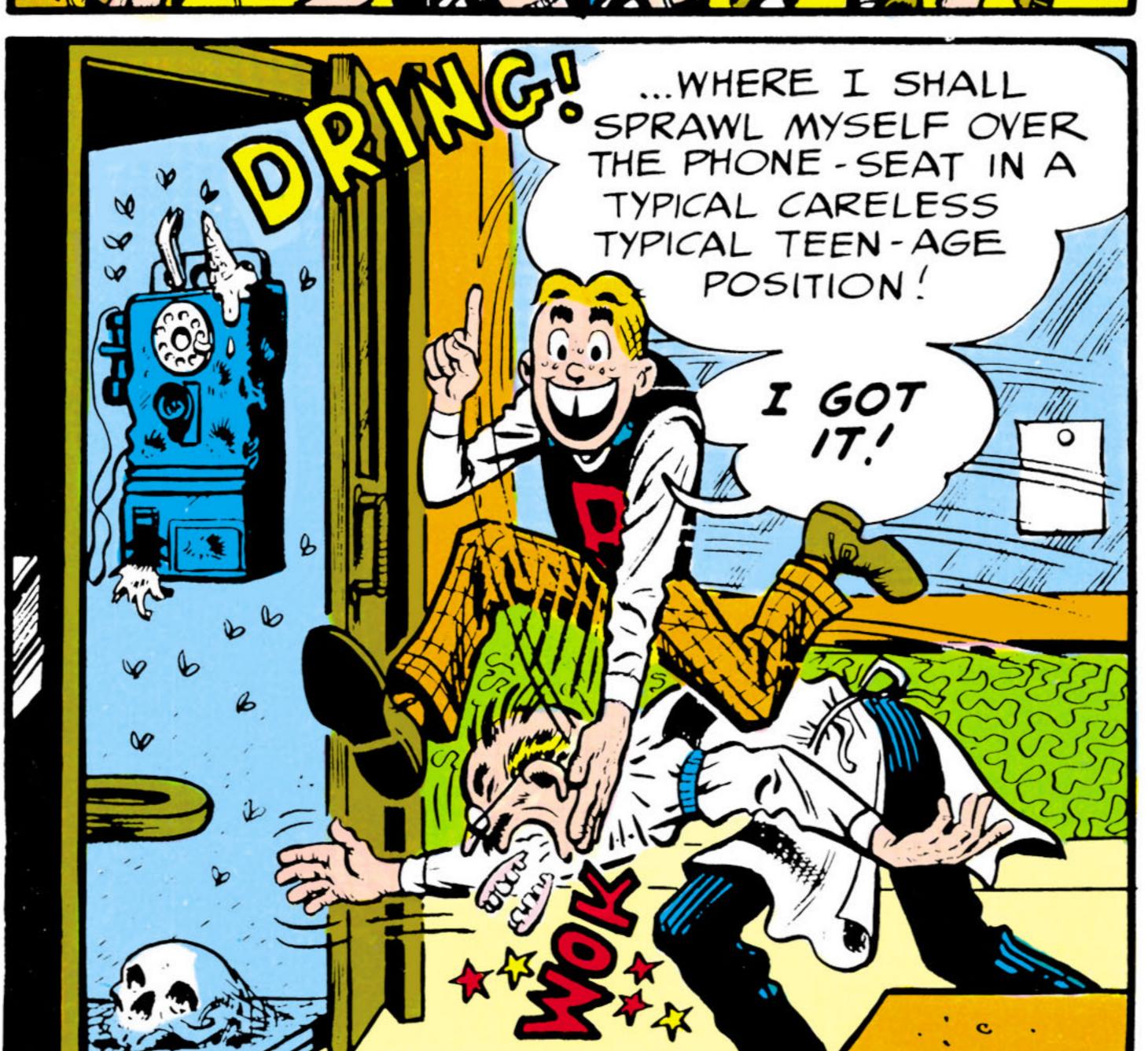


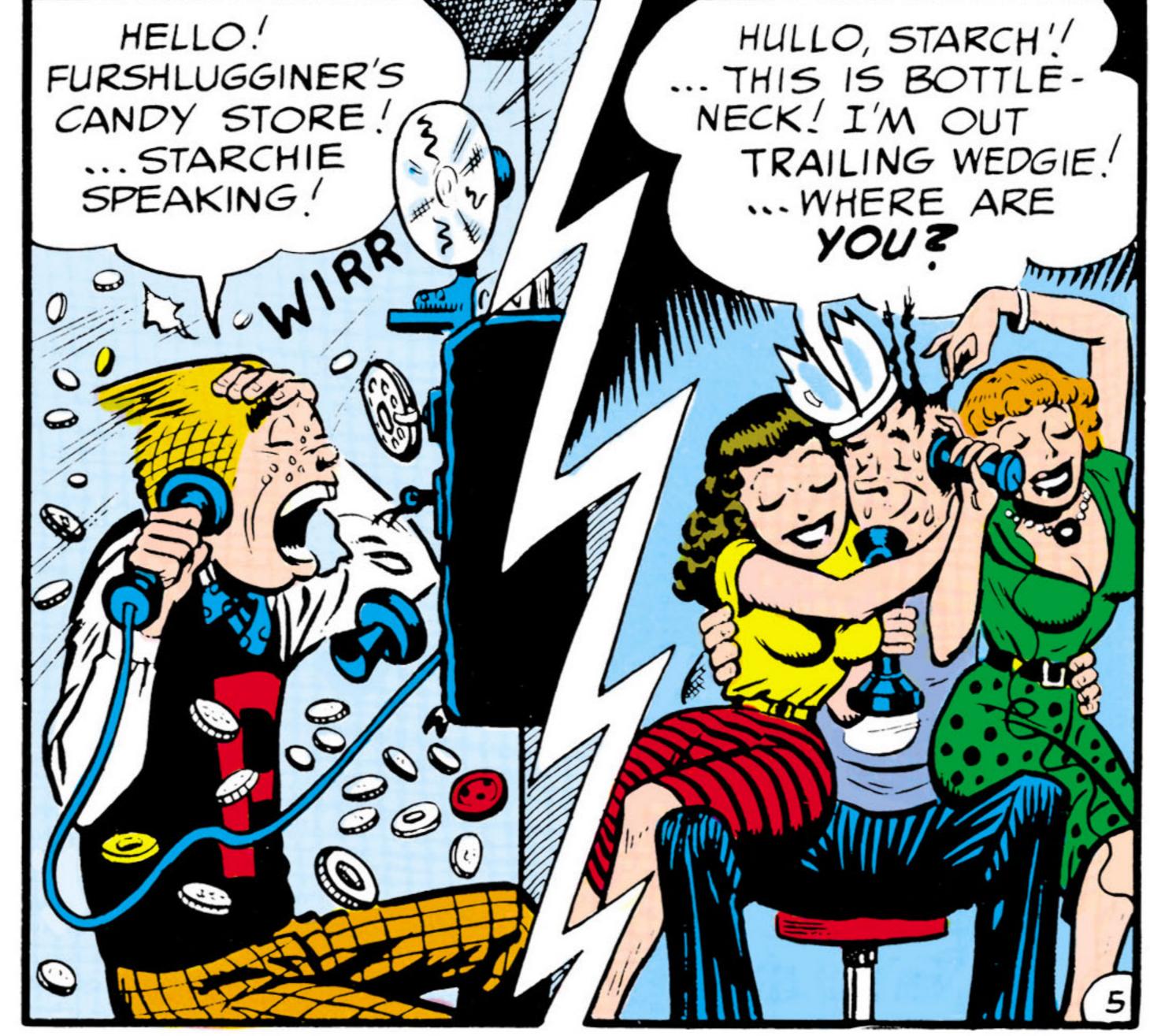


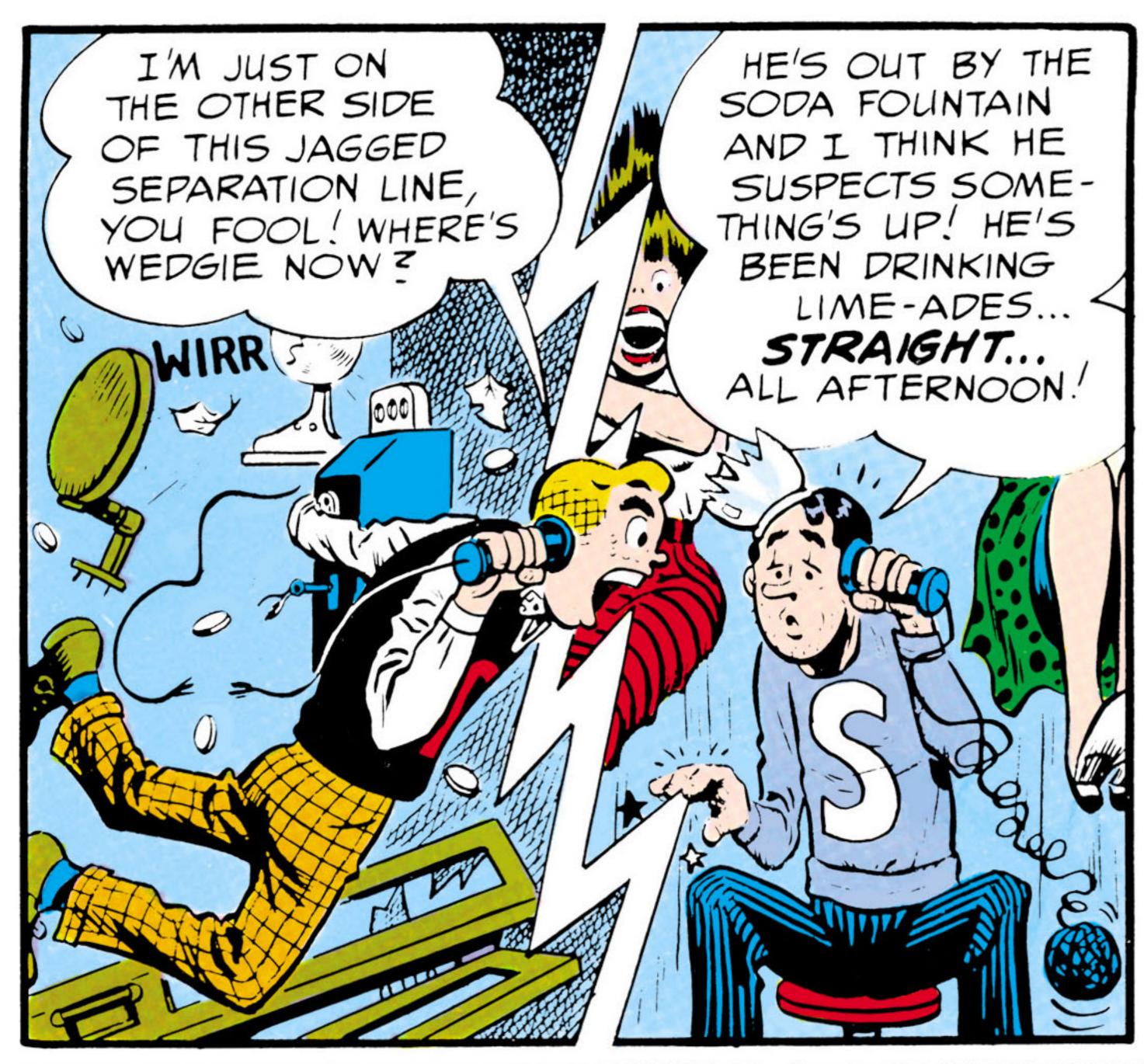


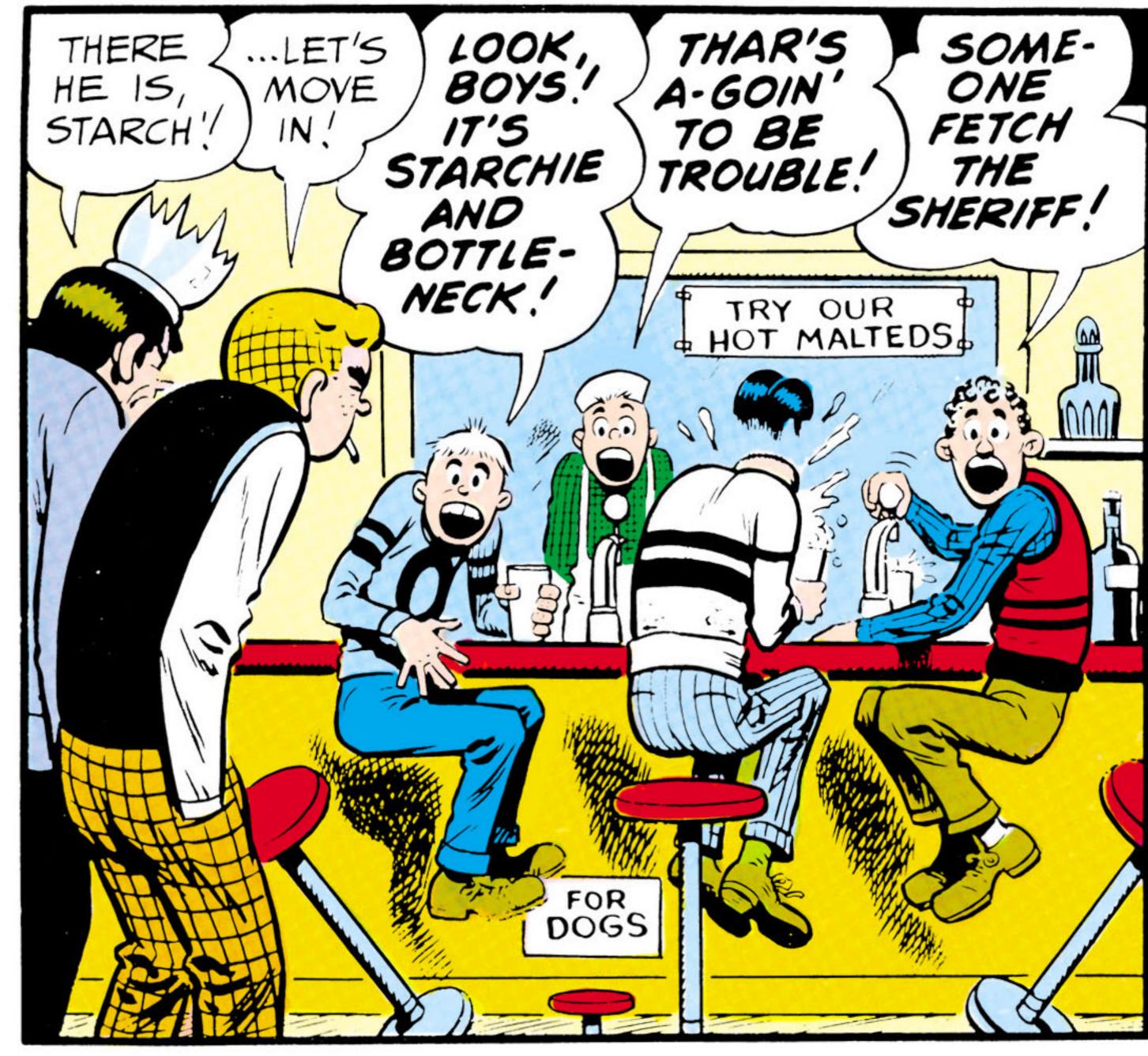


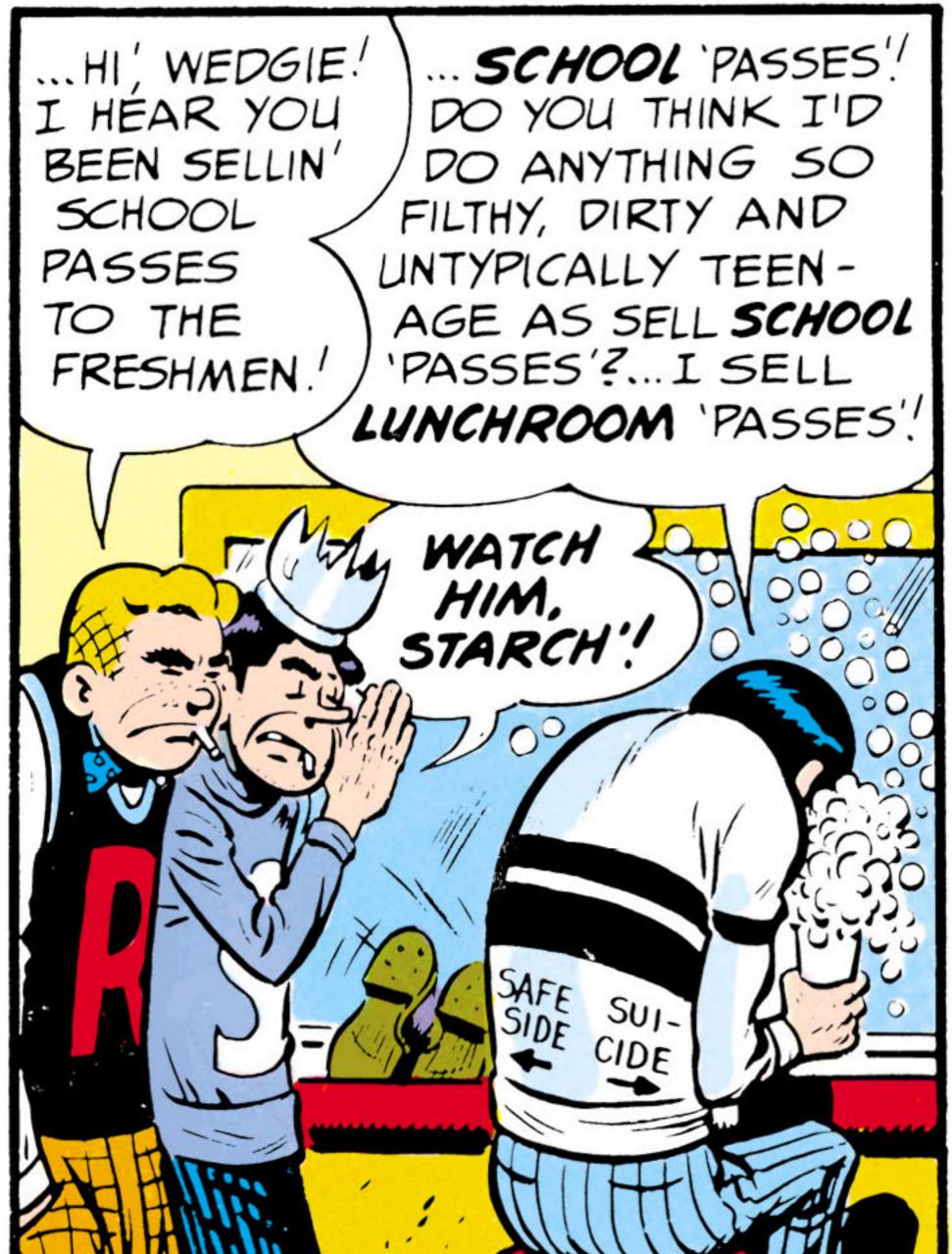


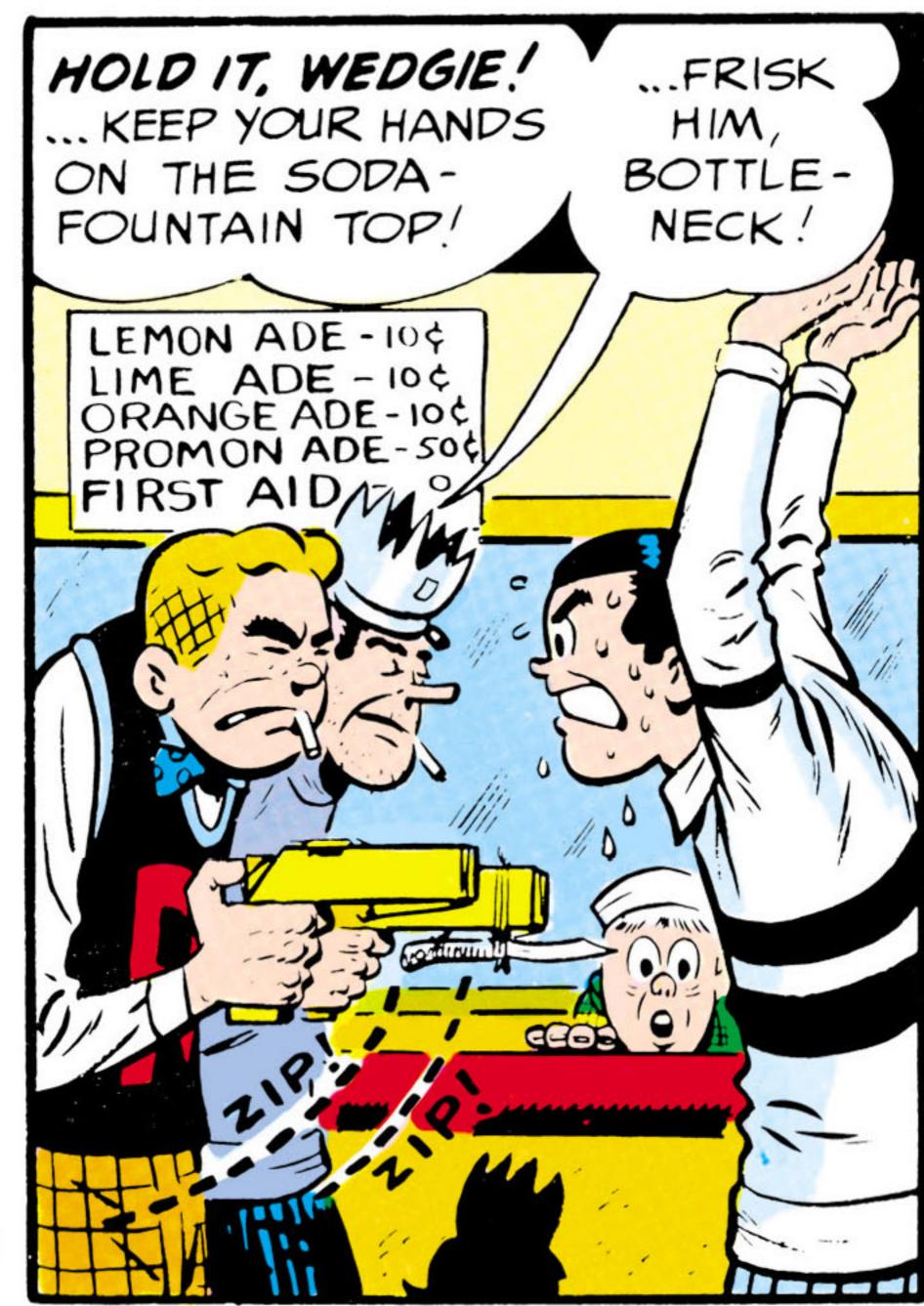


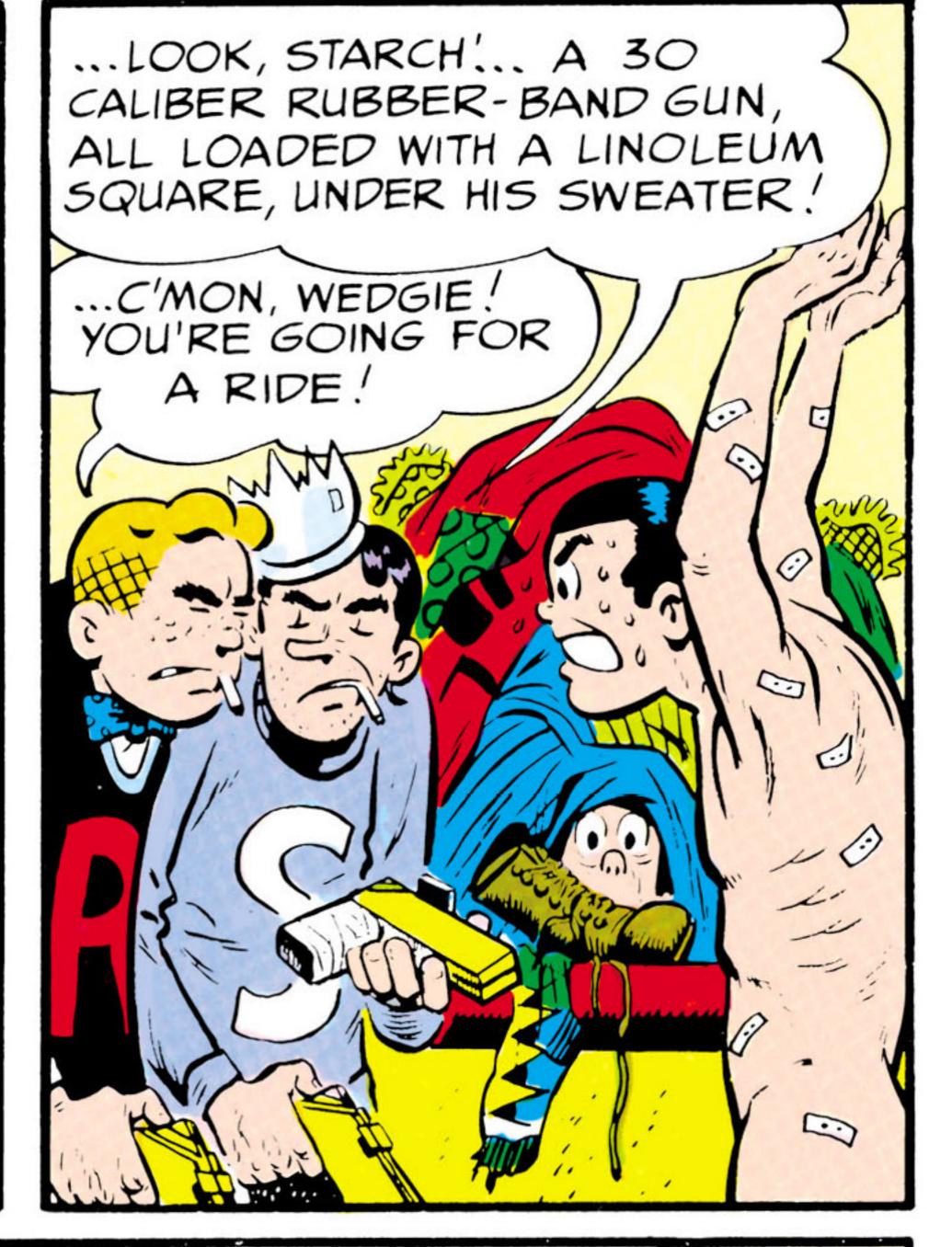


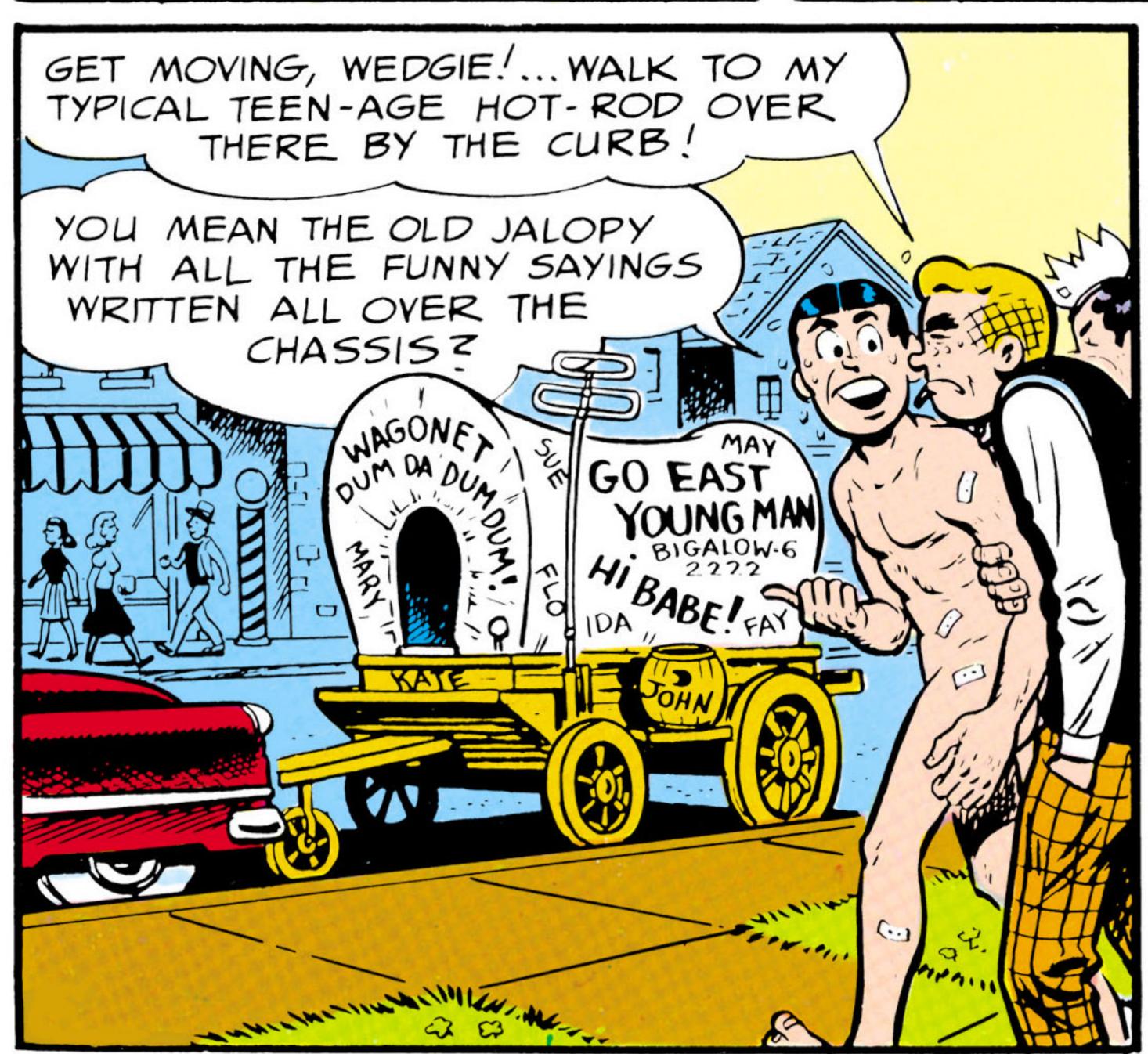


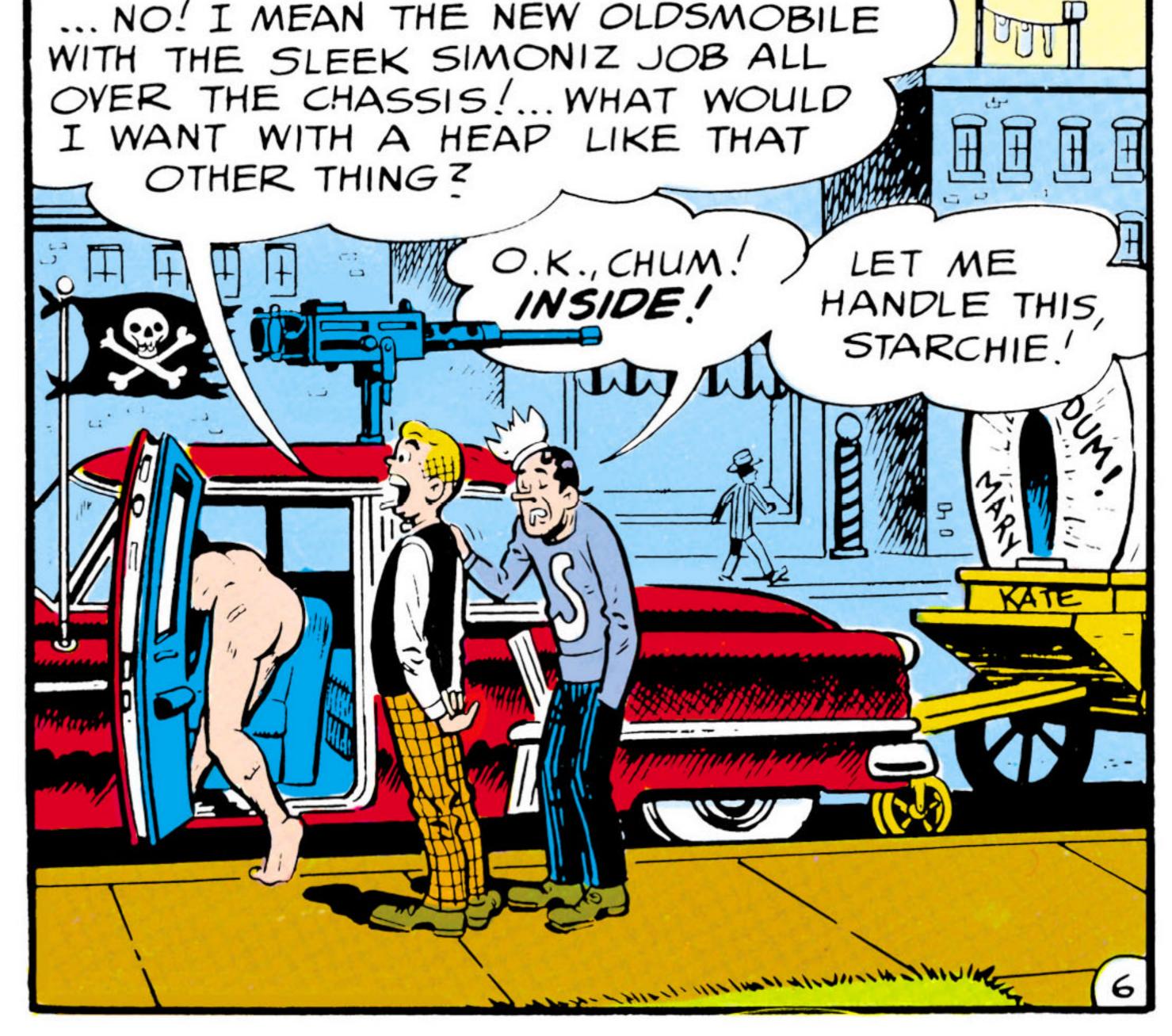


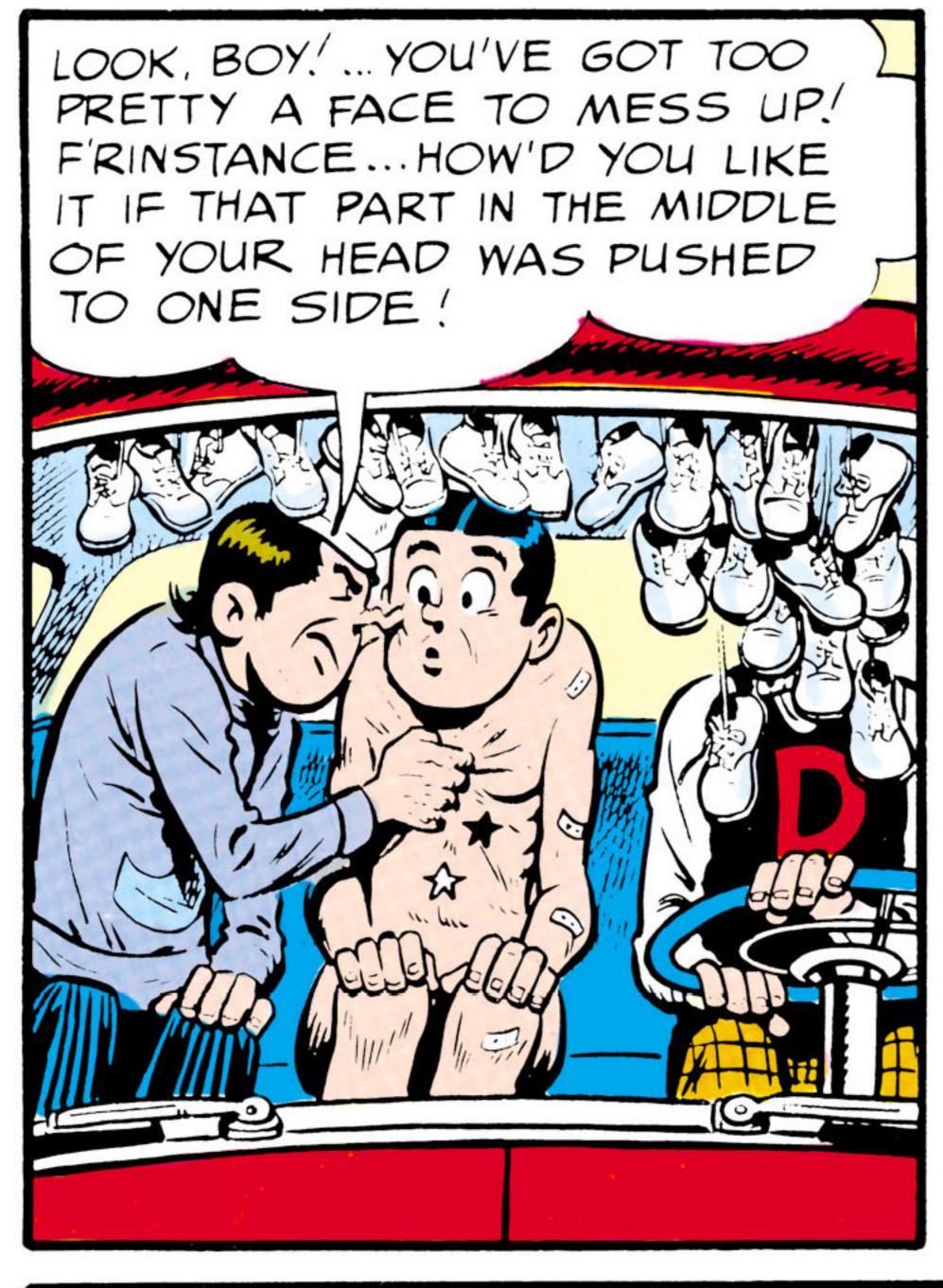


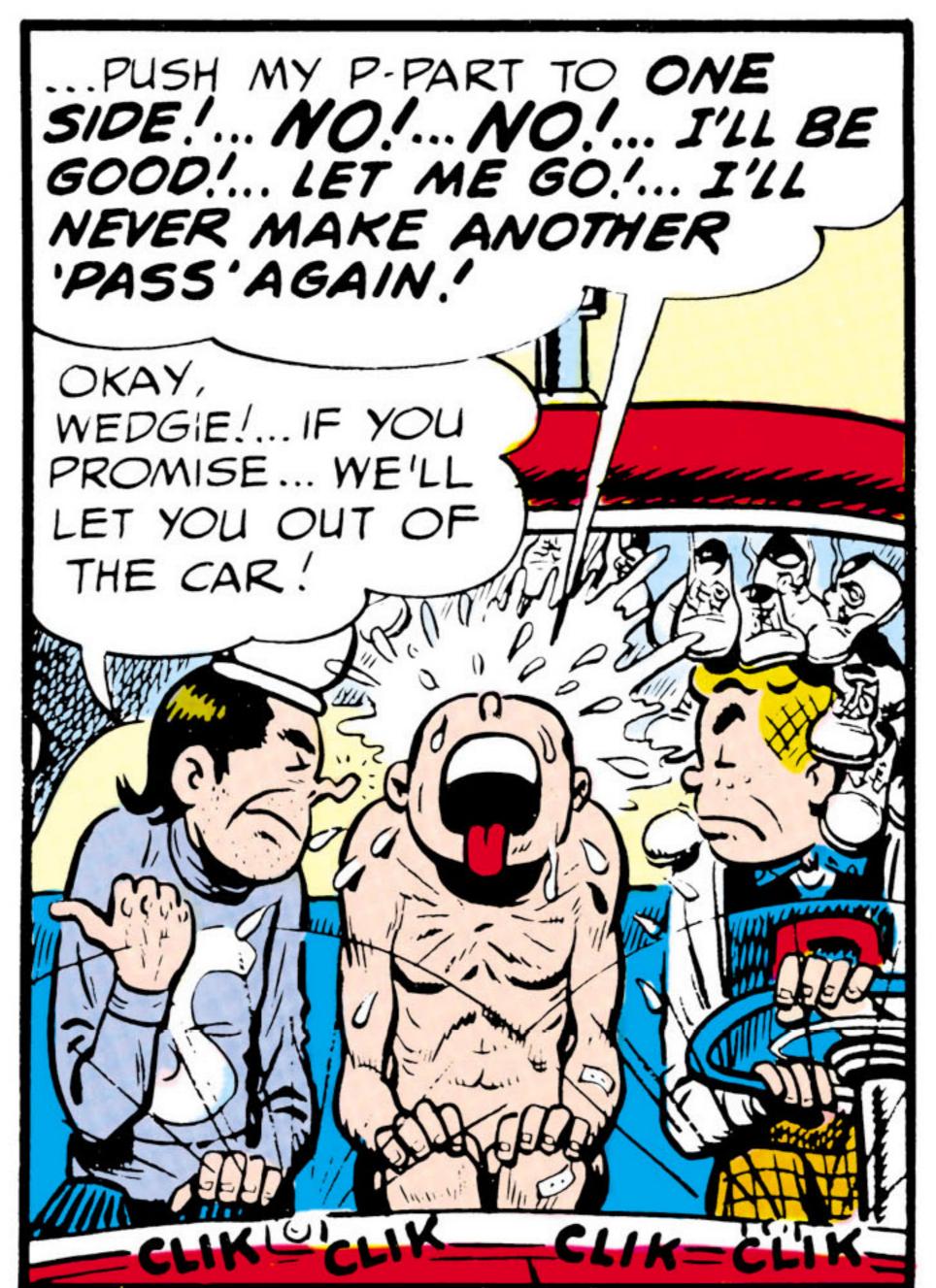


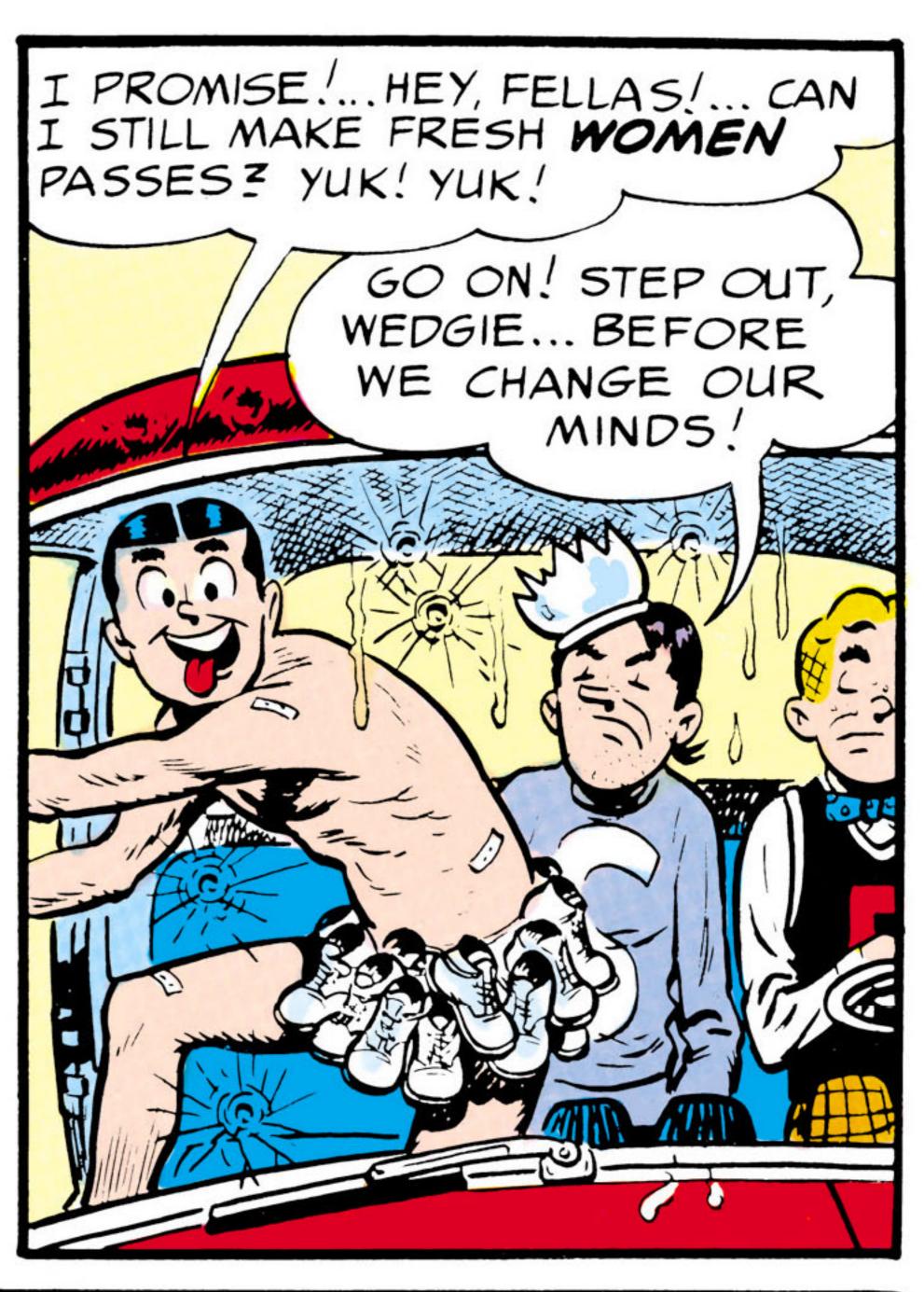


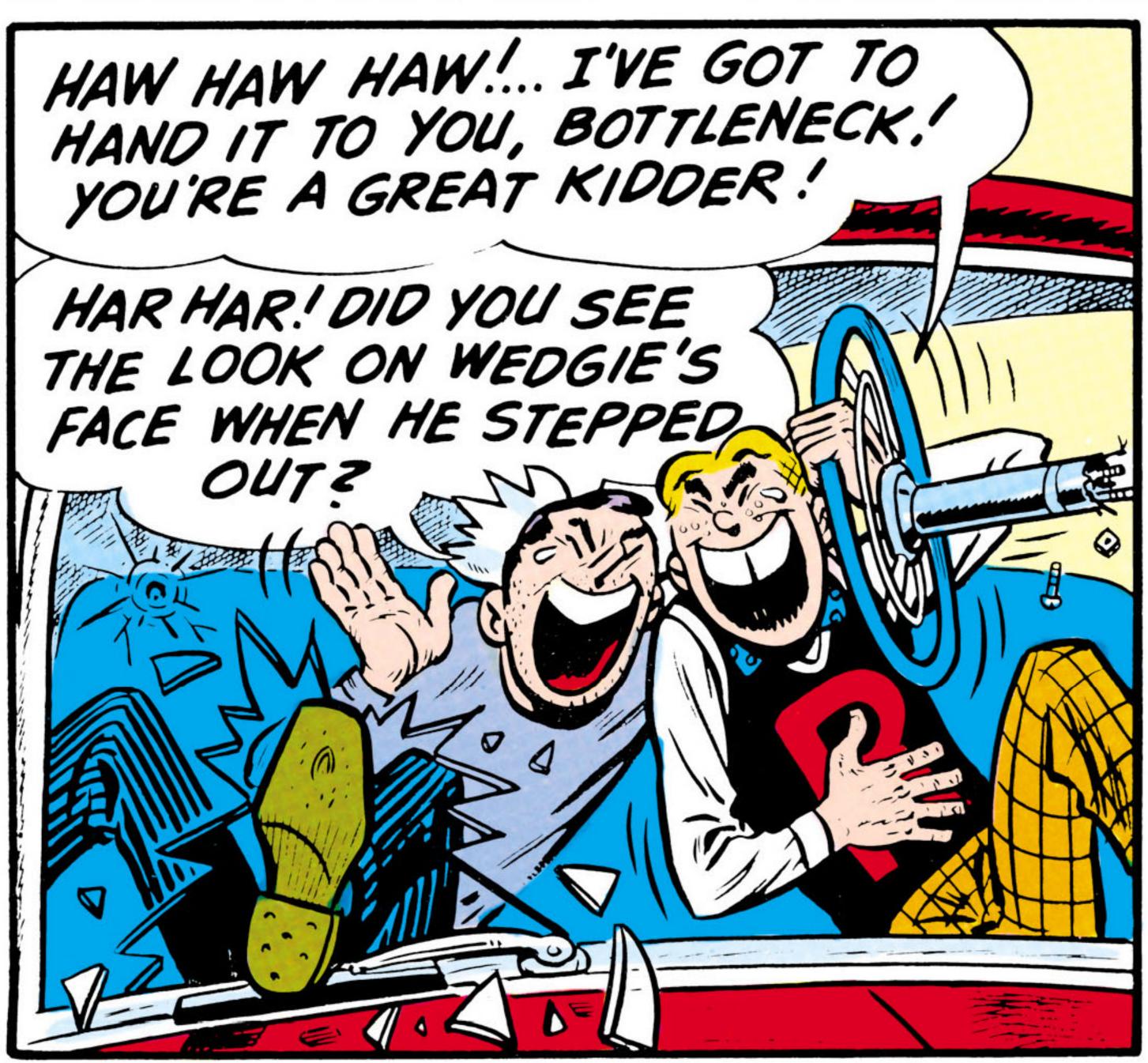


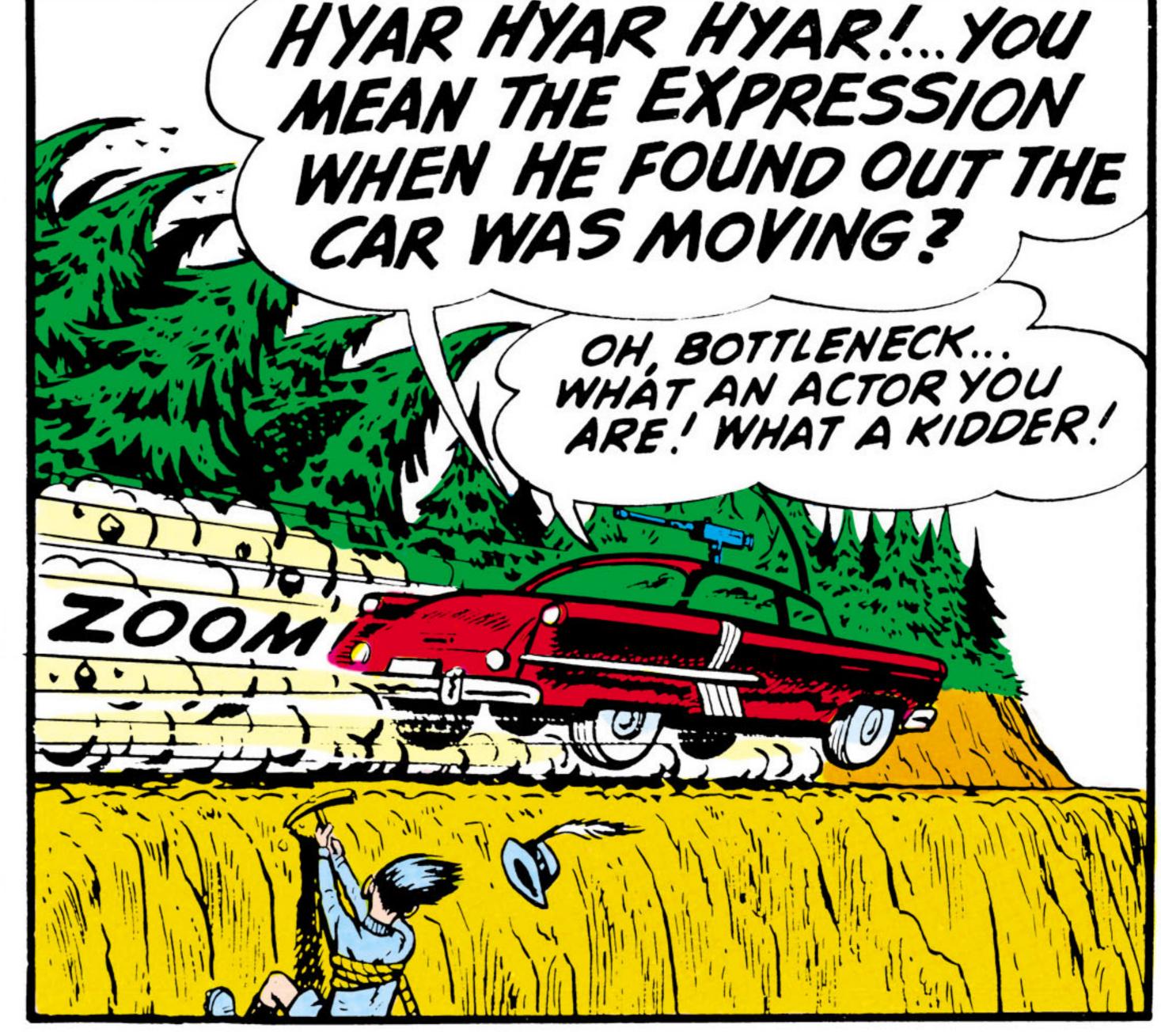


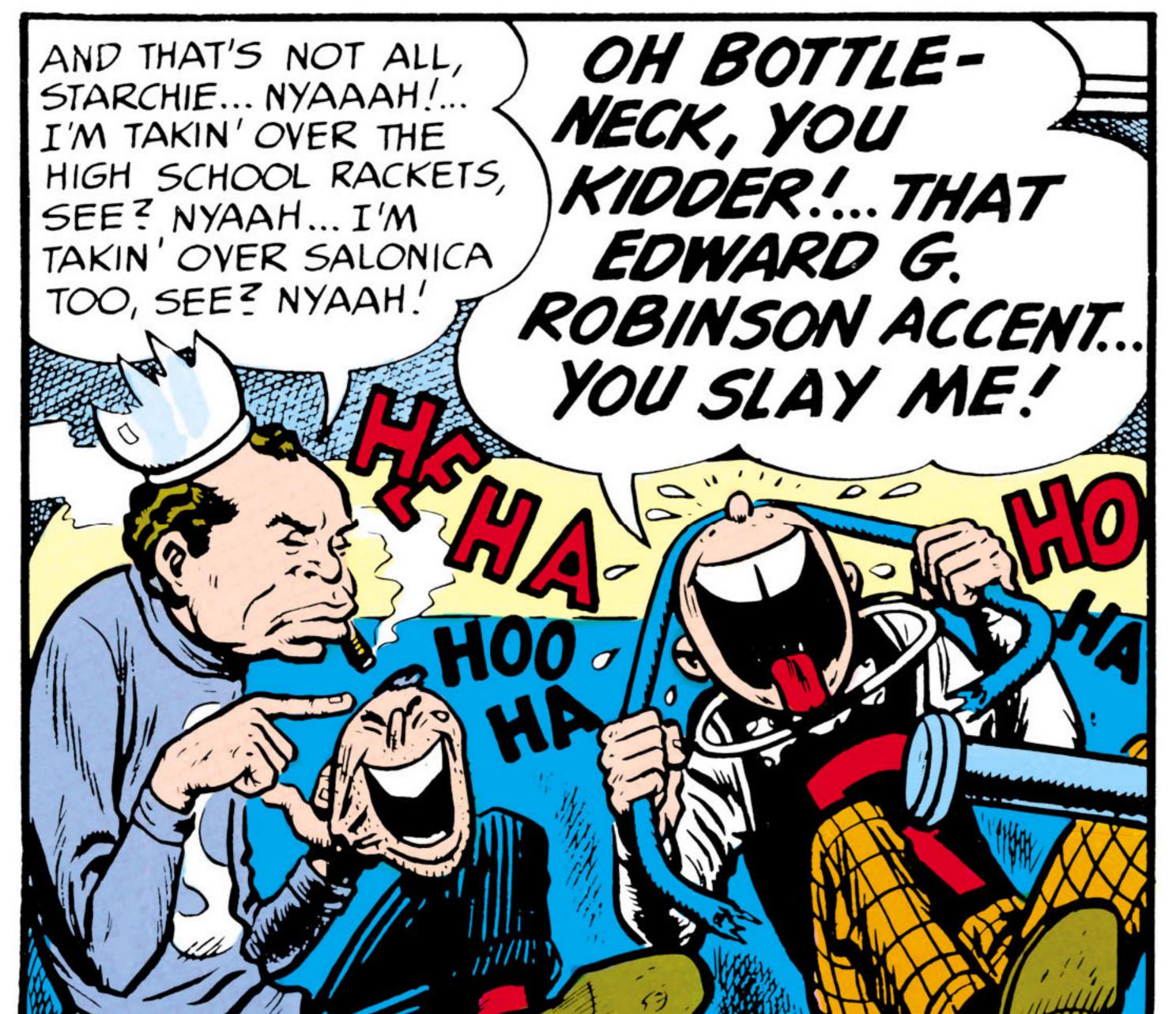


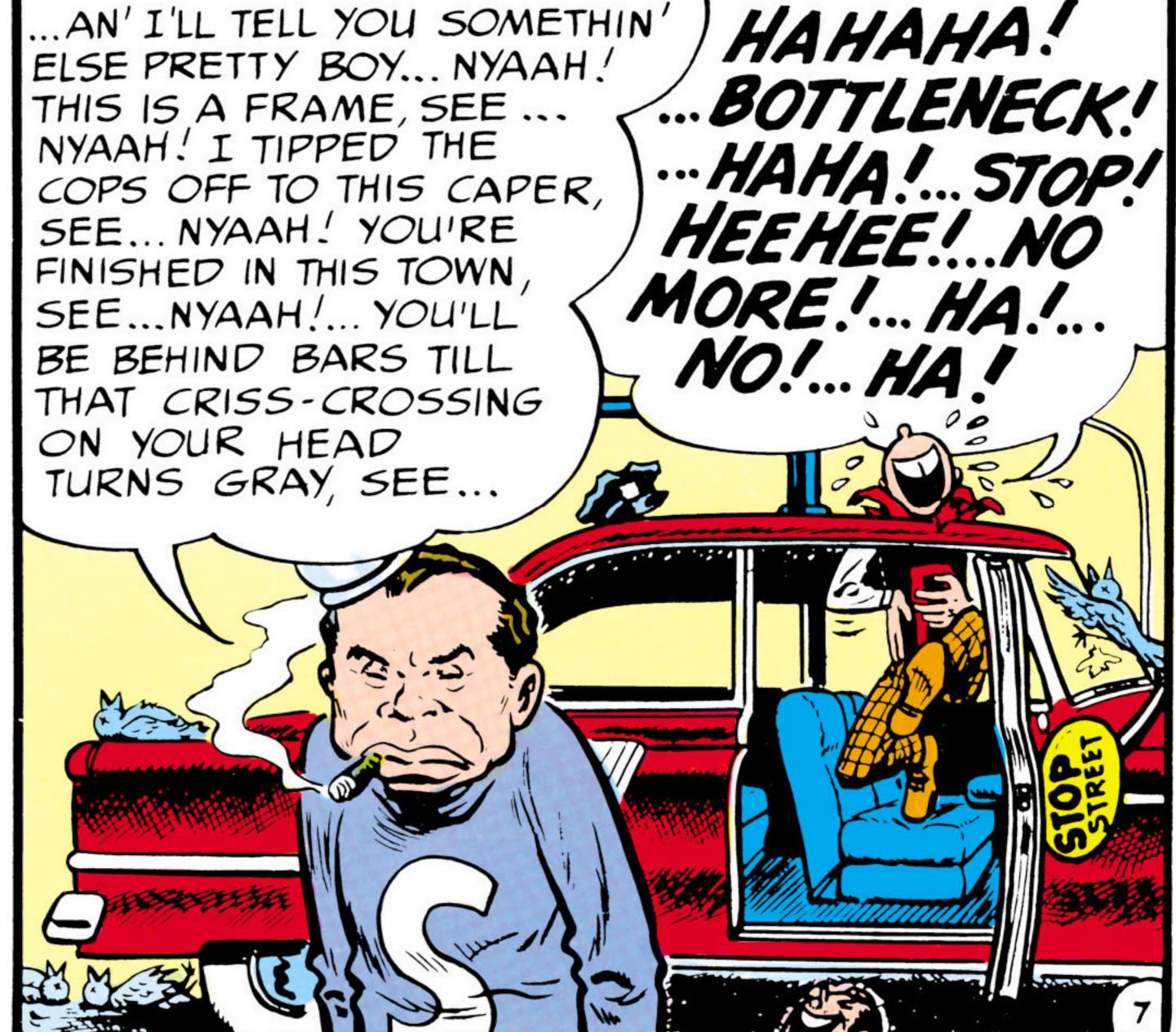


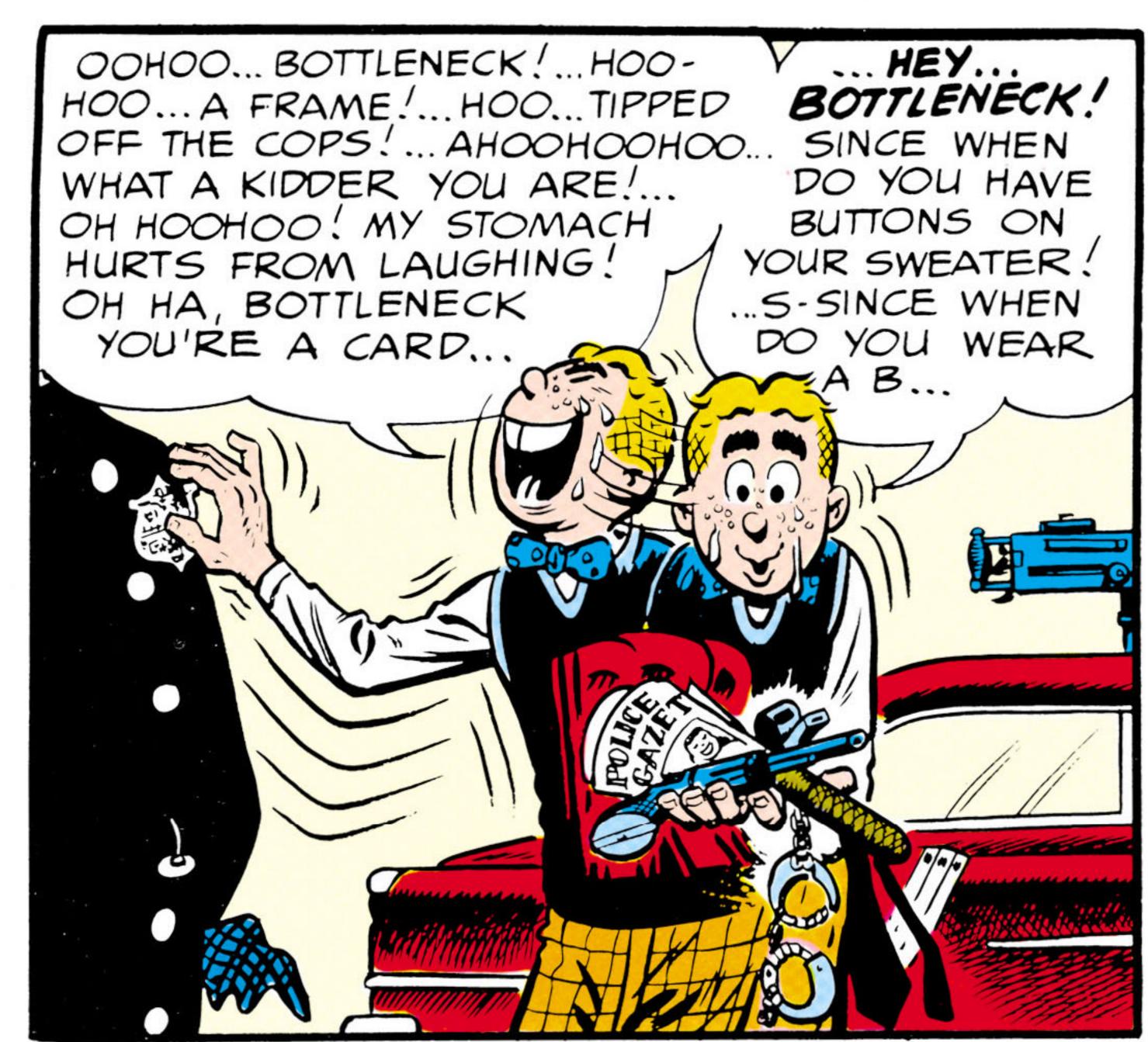


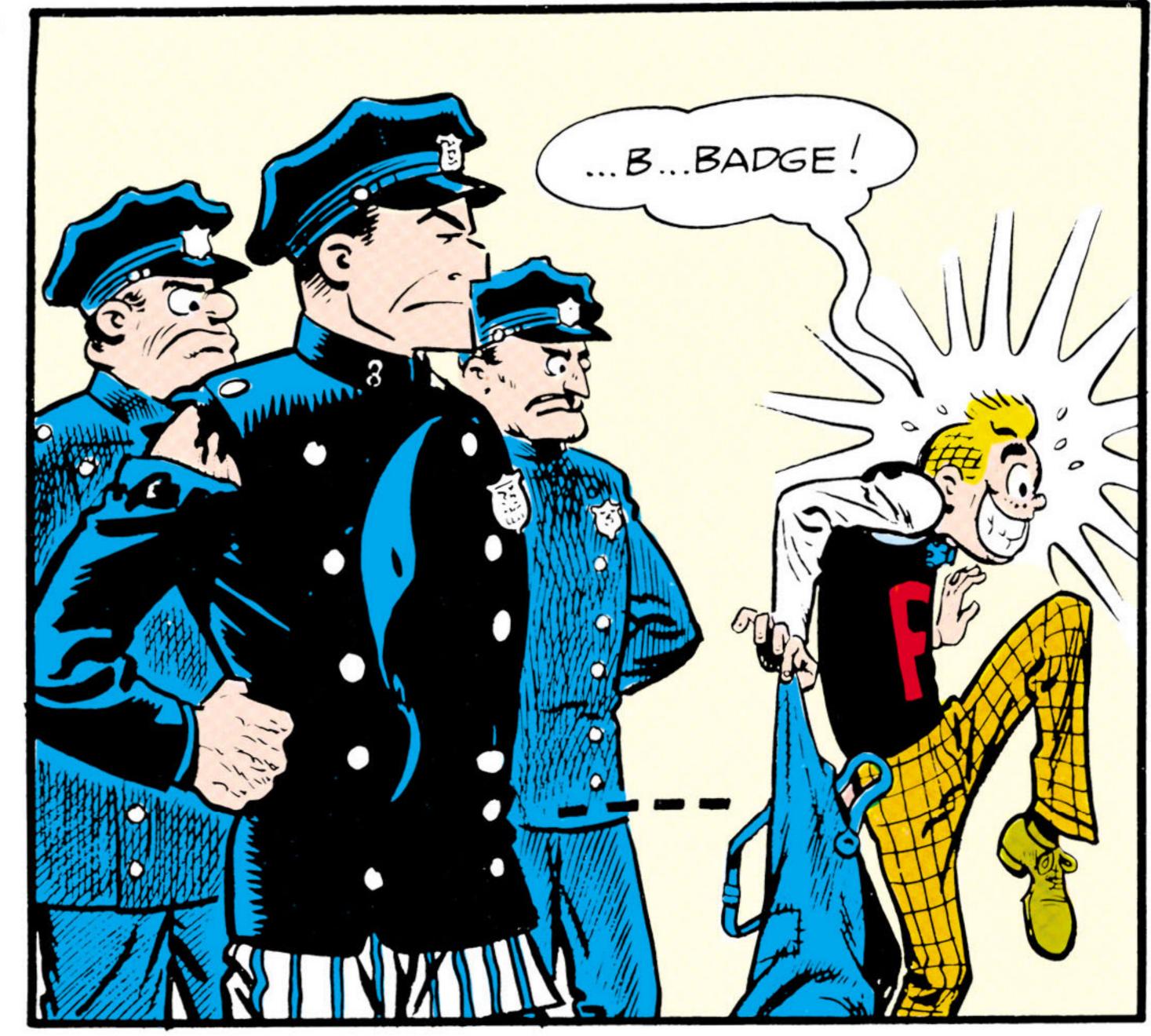








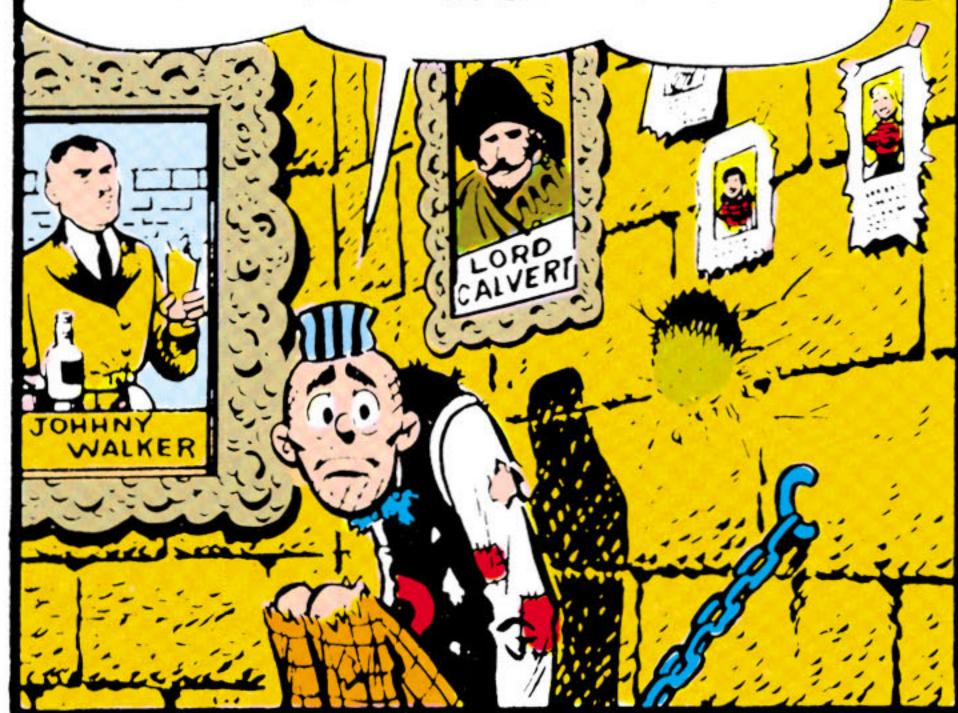


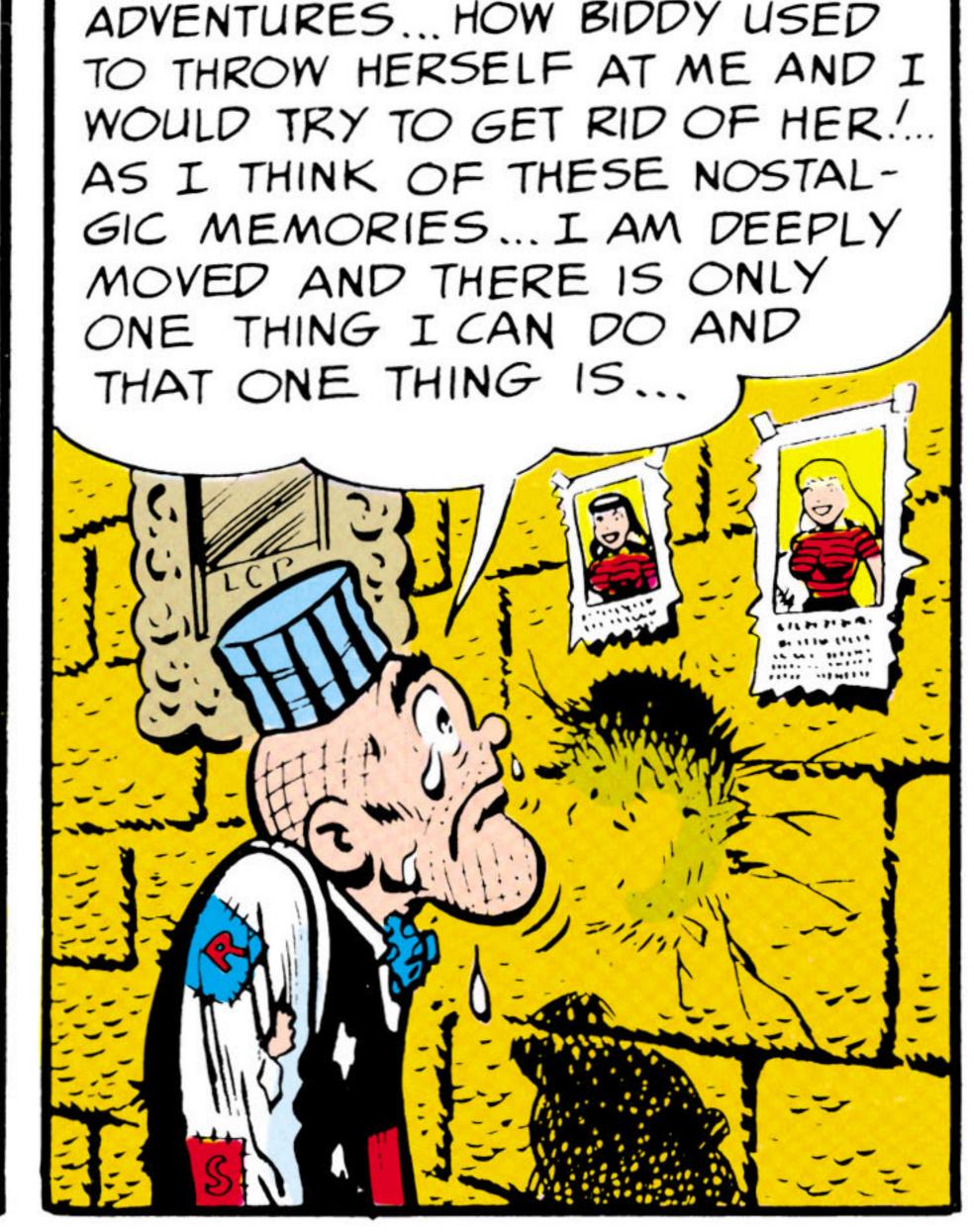




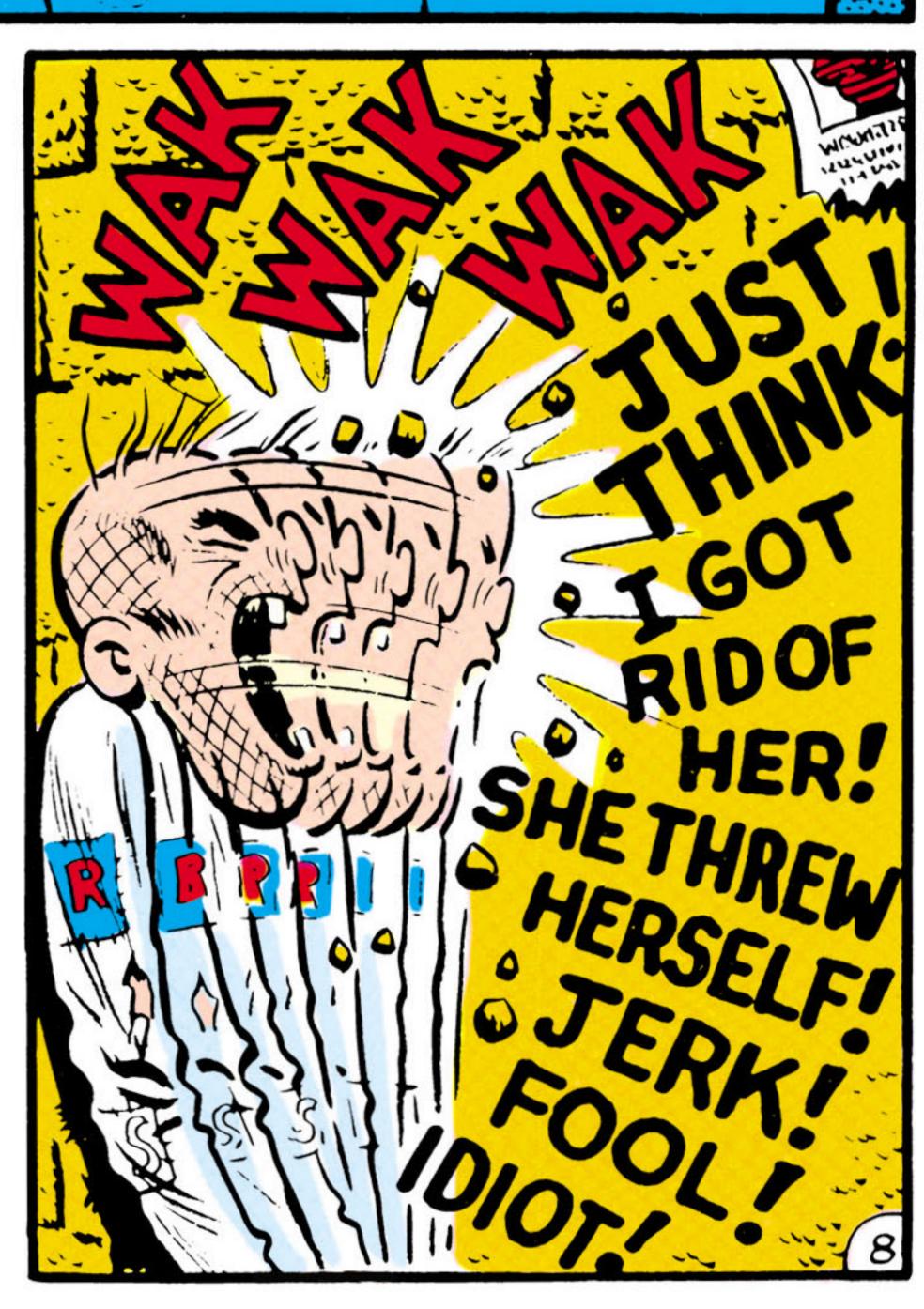
.. MY NAME IS STARCHIE ...YES ... BOTTLENECK WAS NO JUGHEAD! ... STANDREWS AND I'VE BEEN BEHIND BARS TILL HE WASN'T KIDDING THE CRISS-CROSSING ON THAT FATEFUL DAY! WHILE I WENT ON MY HEAD HAS TURNED GRAY!...I ON TO REFORM ALSO NOW HAVE A SCHOOL, HE WENT ON GRAY CRISS-CROSSING, TO 'BIG MAN ON THE CAMPUS! ON MY CHIN! THIS WINDOW, BUILT AND CINEMASCOPE INC. \_-

...AND NOW, MY TYPICAL TEEN-AGE
DAYS ARE PASSED, AND I HAVE
BUT A FEW SCRAPS HERE TO REMIND ME OF DAYS GONE BY!... A
FEW DUSTY PHOTOGRAPHS OF
SALONICA AND BIDDY...THE BOW-TIE,
SWEATER AND CHECKED PANTS I
WORE (WHICH I AM STILL WEARING)!
...AND AS I LOOK AT THE YELLOWING PHOTOGRAPHS...THE PICTURES
OF MY FRIENDS... OF BIDDY...



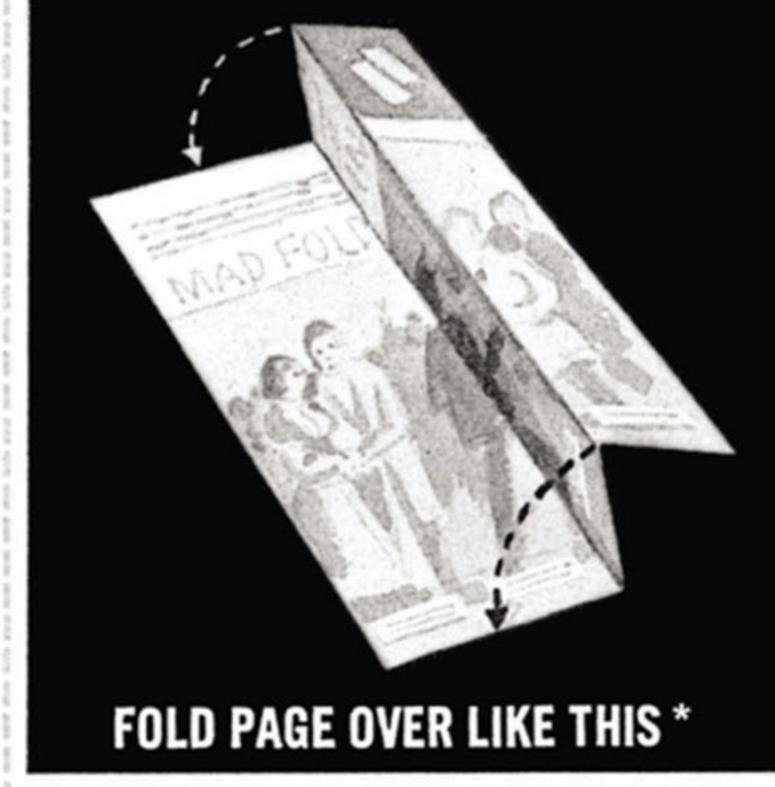


I THINK OF OLD HIGH SCHOOL



MAD is often asked why it doesn't have expensive full-color three-page fold-outs the way other high-class magazines like "Life" and "Playboy" have. There are two reasons for this! One: MAD is against ostentatious, snobbish, status-seeking gimmicks, and Two: MAD is cheap! So here instead is our economy-minded black-and-white one-page

### RAD FOLD-IN



FOLD THIS SECTION OVER TO LEFT FOLD THIS SECTION BACK TO RIGHT \*IF YOUR TABLET DOESN'T FOLD BY THE 2ND OR 3RD ATTEMPT, TRY SWIPING!



Elizabeth Taylor, looking radiantly beautiful at the premiere of her latest film, is positively enchanted by

escort Richard Burton, who glows in the knowledge that he is the only one in her heart, and that she is his.

Meanwhile, people push and shove for autographs while police try to keep them in check! Hey! Take a look at

MAD is often asked why it doesn't have expensive full-color three-page fold-outs the way other high-class magazines like "Life" and "Playboy" have. There are two reasons for this! One: MAD is against ostentatious, snobbish, status-seeking gimmicks, and Two: MAD is cheap! So here instead is our economy-minded black-and-white one-page

## MAD FOLD-IN



FOLD THIS SECTION OVER TO LEFT FOLD THIS SECTION BACK TO RIGHT \*IF YOUR TABLET DOESN'T FOLD BY THE?ND OR 3RD ATTEMPT, TRY SWIPING!



Elizabeth Taylor, looking radiantly beautiful at the premiere of her latest film, is positively enchanted by

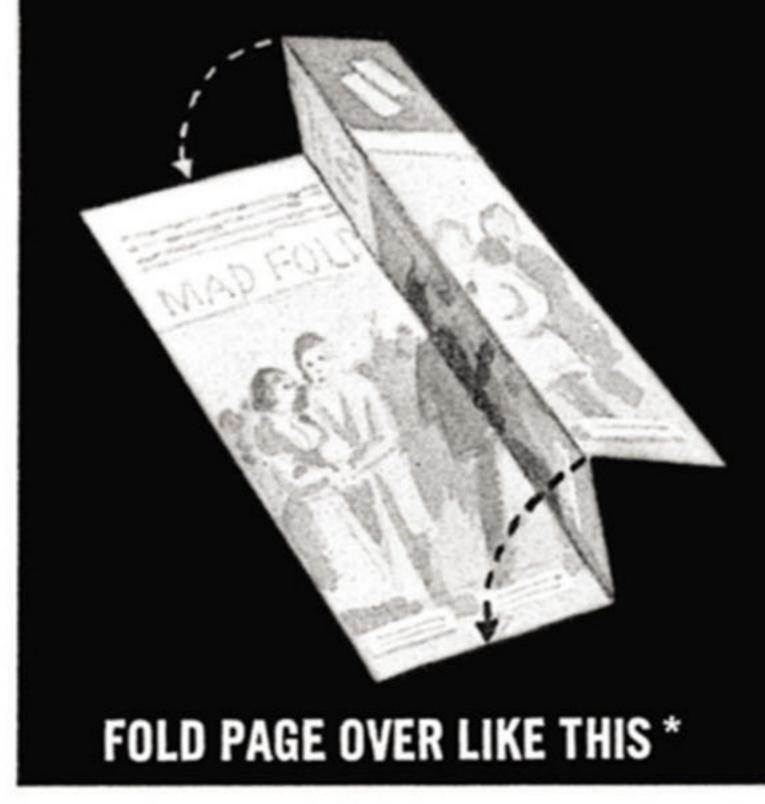
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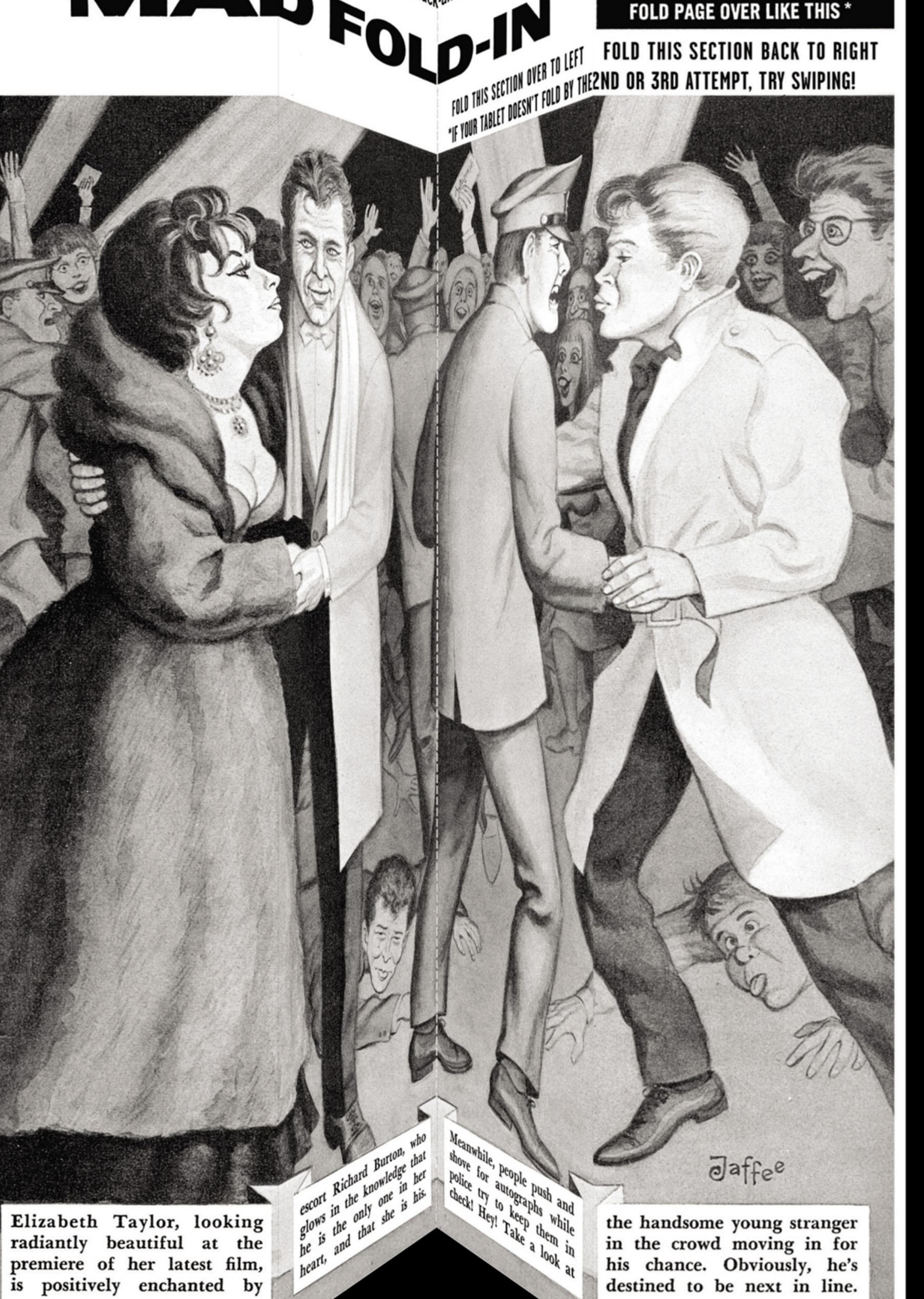


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So here instead is our economy-minded black-and-white one-page

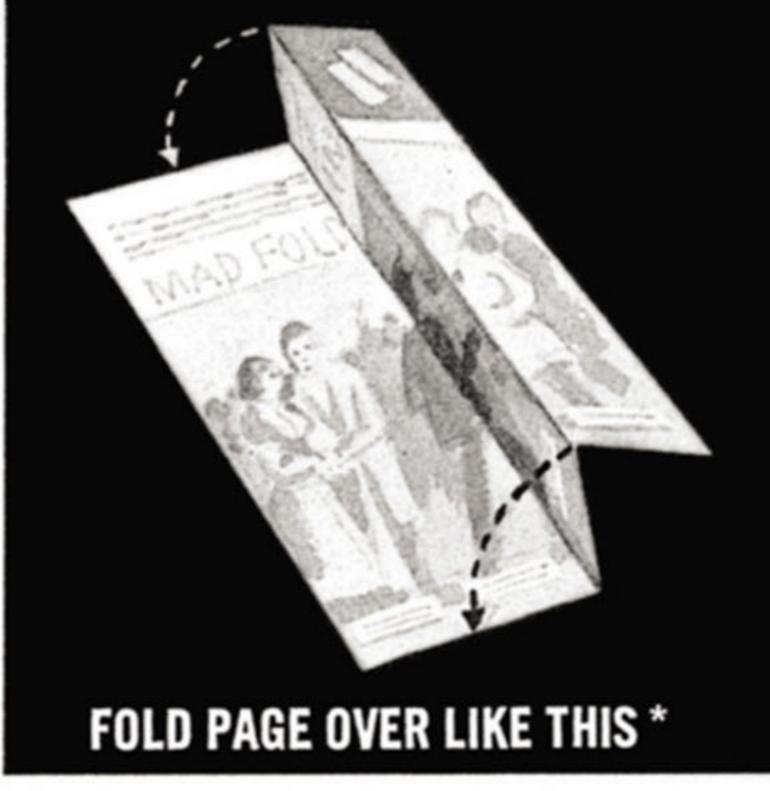
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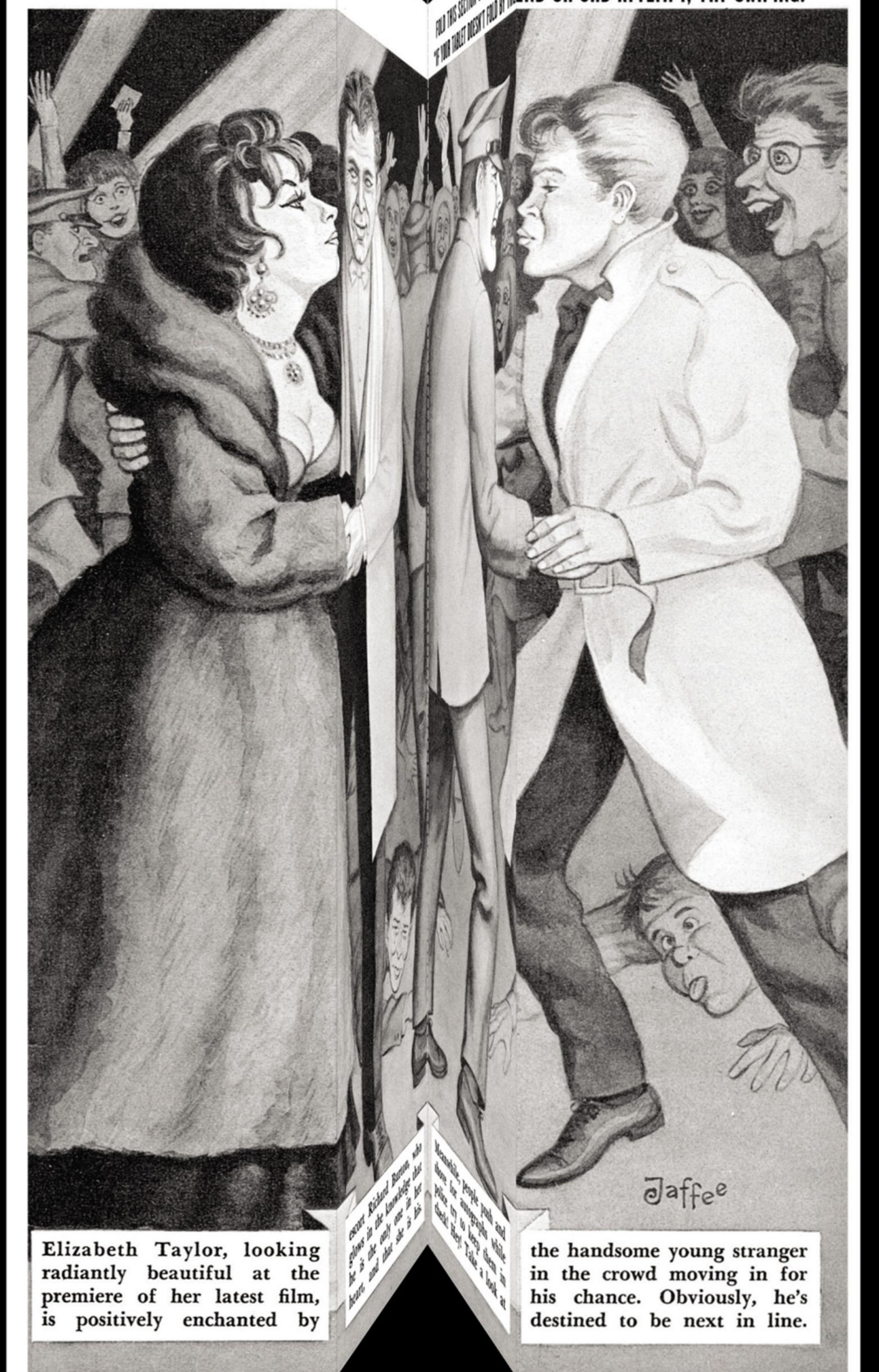


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